SEPTEMBER 24, 1956

35c PER COPY

BROADCASTING TELECASTING

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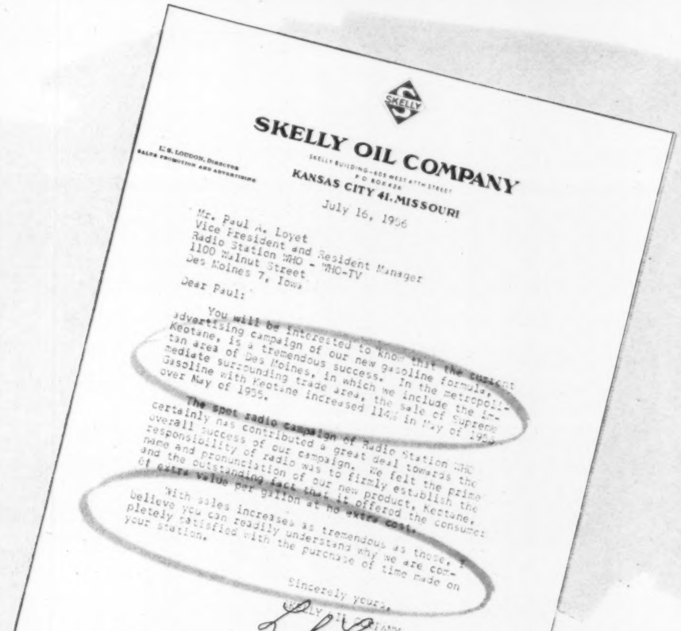
25TH year

BUSINESSWEEKLY OF
DIO AND TELEVISION

WHO Radio helps 114% Sales Increase for Skelly Oil in Metropolitan Des Moines!



SKELLY OIL COMPANY
SKELLY BUILDING—605 WEST 47TH STREET
P.O. BOX 436
KANSAS CITY 41, MISSOURI

L. S. LOUDON, DIRECTOR
SALES PROMOTION AND ADVERTISING

July 16, 1956

Mr. Paul A. Loyet
Vice President and Resident Manager
Radio Station WHO - WHO-TV
1100 Walnut Street
Des Moines 7, Iowa

Dear Paul:

You will be interested to know that the current advertising campaign of our new gasoline formula, Keotane, is a tremendous success. In the metropolitan area of Des Moines, in which we include the immediate surrounding trade area, the sale of Supreme Gasoline with Keotane increased 114% in May of 1956 over May of 1955.

The spot radio campaign of Radio Station WHO certainly has contributed a great deal towards the overall success of our campaign. We felt the prime responsibility of radio was to firmly establish the name and pronunciation of our new product, Keotane, and the outstanding fact that it offered the consumer of extra value per gallon at no extra cost.

With sales increases as tremendous as these, I believe you can readily understand why we are completely satisfied with the purchase of time made on your station.

Sincerely yours,
SKELLY OIL COMPANY
L S Loudon
Director of Advertising
and Sales Promotion

L. S. Loudon/an

NOW SKELLY SUPREME WITH NEW KEOTANE...

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc., *Exclusive National Representatives*

IN Metropolitan Des Moines—as in ALL of "Iowa Plus"—WHO RADIO is the *quality* station that people hear, *trust, BELIEVE.*

Your messages on WHO carry more weight because they are delivered by trusted voices and are backed by excellent programming sponsored by America's leading companies.

Skelly's Mr. Loudon KNOWS what all this means to advertisers—and so do your Colonels at Peters, Griffin, Woodward. *Ask* them!

. . . NOT SEVENTEEN?

YES . . . WBRE-TV does have a 17 County Coverage

WBRE-TV'S . . . N B C Fall and Winter show schedule is the greatest TV buy in "Hill Country", USA. That's the 17 county area covered by Channel 28 . . . America's First Million Watt TV Station. With a projected audience potential of 2,000,000 busy people having an estimated buying power of $1,650,000-000 you cut down your advertising costs per capita when you lodge your message on the WBRE-TV log.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE LACKAWANNA LYCOMING COLUMBIA*
SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SNYDER MONTOUR CARBON

Without question, the best engineer in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transport them up or down stream by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands, has an intelligence akin to WBRE-TV's unique community service to the people of "Hill Country", U.S.A.

WBRE
TV Channel 28
WILKES-BARRE, PA.

The TV LEADER in Des Moines!

★ **337 FIRSTS**
in 462 quarter hours surveyed

★ **9 of top 10**
multi-weekly shows
local news ratings up to 35.4

★ **9 of top 10**
once-a-week shows

SOURCE: Latest A·R·B for
Des Moines Metropolitan Area

KRNT-TV

DES MOINES TELEVISION-CHANNEL 8 IN IOWA

FULL POWER - FULL COVERAGE

CBS
TELEVISION

A COWLES OPERATION

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

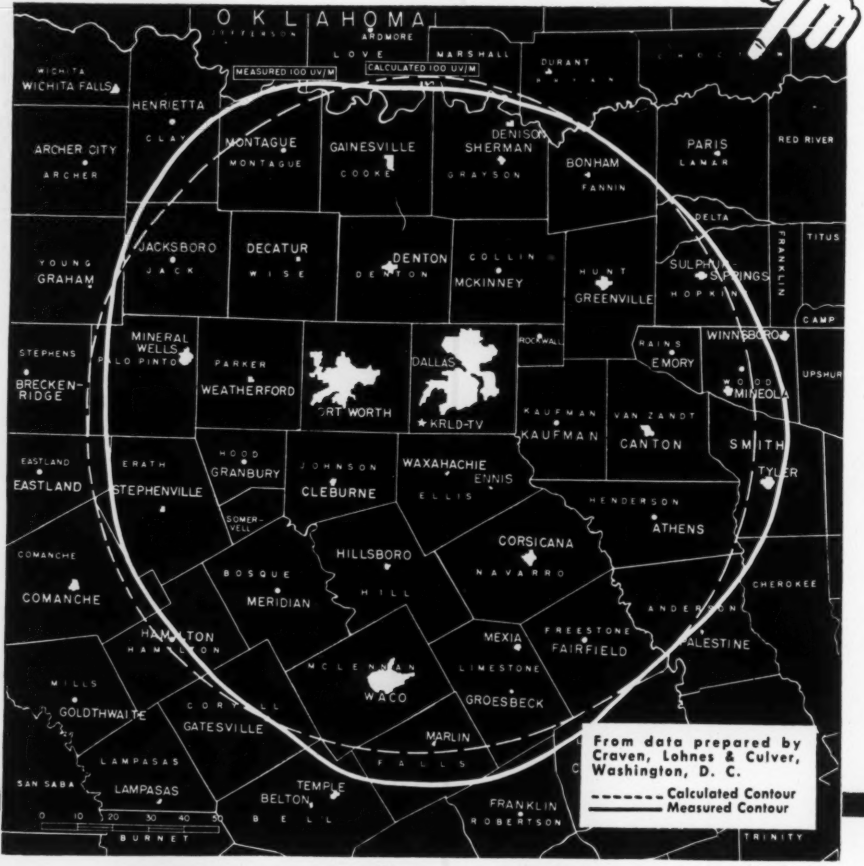
1521 FEET
CBS
TELEVISION NETWORK
KRLD

There's More Coverage on Channel 4

THAN WE THOUGHT!

We knew from engineers' calculations that KRLD-TV's maximum-powered Channel 4 signal, beamed from atop Texas' tallest tower, covered more area than any other Texas TV station...

Now *measured* contours give us even more coverage than we thought. The 100 uv/m line of KRLD-TV embraces 28,935 square miles of the wealthiest, most progressive, most densely populated area of Texas, including the booming metropolitan areas of both Dallas and Fort Worth. No other TV station in Texas gives you as much coverage as KRLD-TV.


OKLAHOMA
JEFFERSON
ARDMORE
LOVE
MARSHALL
DURANT
BRYAN
MEASURED 100 UV/M
CALCULATED 100 UV/M
WICHITA
WICHITA FALLS
HENRIETTA
CLAY
ARCHER CITY
ARCHER
MONTAGUE
MONTAGUE
GAINESVILLE
COOKE
DENISON
SHERMAN
GRAYSON
BONHAM
FANNIN
PARIS
LAMAR
RED RIVER
DELTA
YOUNG
GRAHAM
JACKSBORO
JACK
DECATUR
WISE
DENTON
DENTON
COLLIN
MCKINNEY
HUNT
GREENVILLE
SULPHUR SPRINGS
HOPKINS
FRANKLIN
TITUS
CAMP
STEPHENS
BRECKENRIDGE
MINERAL WELLS
PALO PINTO
PARKER
WEATHERFORD
FORT WORTH
DALLAS
KRLD-TV
ROCKWALL
RAINS
EMORY
WINNSBORO
WOOD
MINEOLA
UPSHUR
KAUFMAN
KAUFMAN
VAN ZANDT
CANTON
SMITH
TYLER
EASTLAND
EASTLAND
ERATH
STEPHENVILLE
HOOD
GRANBURY
SOMERVELL
JOHNSON
CLEBURNE
WAXAHACHIE
ENNIS
ELLIS
HENDERSON
ATHENS
COMANCHE
COMANCHE
BOSQUE
MERIDIAN
HILLSBORO
HILL
CORSICANA
NAVARRO
CHEROKEE
ANDERSON
PALESTINE
HAMILTON
HAMILTON
MILLS
GOLDTHWAITE
CORYELL
GATESVILLE
MCLENNAN
WACO
MEXIA
LIMESTONE
FREESTONE
FAIRFIELD
GROESBECK
MARLIN
FALLS
SAN SABA
LAMPASAS
LAMPASAS
TEMPLE
BELTON
BELL
FRANKLIN
ROBERTSON
BURNET
TRINITY
0 10 20 30 40 50

From data prepared by Craven, Lohnes & Culver, Washington, D. C.

- - - - - - Calculated Contour
———— Measured Contour

KRLD-TV Channel 4 Dallas

THE *BIGGEST* BUY IN THE *BIGGEST* MARKET IN THE *BIGGEST* STATE

OPERATING ON MAXIMUM POWER FROM ATOP TEXAS' TALLEST TOWER

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYAN — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit®

KWSM-AM-TV SOLD • Announcement will be made this week of sale of KWSM and ch. 12 KWSM-TV Joplin, Mo. by Austin A. Harrison and associates to Friendly Group, headed by Jack N. Berkman (WSTV-AM-FM-TV Steubenville, Ohio; WPIT Pittsburgh; WBMS Boston, and suspended WFPG-TV Atlantic City, N. J.) for approximately $760,000 plus commitments on new tv equipment. Mr. Harrison, president and general manager, owns 60.9%, with remainder held by score of local individuals. KWSM-TV began operation two years ago and, like its sister am station, is CBS-affiliated. Transaction was negotiated by Fred Weber, executive of Friendly Group, with Mr. Harrison. KWSM began operation in 1946 and is on 1230 kc with 250 w.

B•T

WRITE off any prospect of revision of FCC's multiple ownership rules until after first of year. FCC at meeting last week decided to consider various proposals again next Jan. 9. Indications had been that seven-station limitation would be supplanted by case-by-case consideration, but comment of new Assistant Attorney General Victor R. Hansen before Celler Subcommittee [B•T, Sept. 17; also page 34 this issue] supporting even tighter restrictions apparently convinced majority it should make haste slowly. Prior to that it looked like 5-2 vote for case-by-case.

B•T

TASC GROUP • Will former FCC Comr. George E. Sterling figure in newly formed Television Allocations Survey Committee, launched last Thursday under FCC auspices to undertake overall allocations-manufacturing research program in vhf-uhf tv (story page 74)? Mr. Sterling, also FCC's former chief engineer, had been contacted last week about his possible availability as coordinator of group and reportedly has matter under advisement. Former Comr. E. M. Webster, at FCC's instance, volunteered to serve as temporary chairman at organizing session. Mr. Sterling retired Sept. 30, 1954, after having been commissioner from January, 1948.

B•T

THERE'S divergence of opinion on how long "crash" uhf program may take. Organizing subcommittee developed differences over timetable, some thinking program should take six months to year, others believing it should take two, three or even five years to complete. Policy question is whether program shall be fact-finding on uhf's present situation or long-range fact-finding plus development. Hurry-up advocates are headed by manufacturers' leaders, Dr. W. R. G. Baker, GE. Long-range advocates rallied behind Harold E. Fellows, NARTB president.

B•T

OLD SCHOOL TIES • Knowledgable observers detected familiar ring in antitrust questions raised by Assistant Attorney General Victor Hansen Sept. 14 in telling Celler Subcommittee about Justice Dept.'s investigation of networks. Same questions regarding legality of must-buys, option time and alleged network control of programs and affiliates were first put on public view by Richard A. Moore, president of KTTV (TV) Los Angeles, before Senate Commerce Committee last March.

B•T

IT WAS recalled that Mr. Moore turned over his testimony and accompanying legal briefs to Justice Dept. That his material may have had unusually friendly reception is suggested by these facts: Mr. Moore and his special counsel, Lloyd Cutler, were classmates at Yale Law School ('39). Victor Kramer, Justice Dept. chief of antitrust litigation and officer now in charge of NBC-Westinghouse investigation, is Yale Law '38. Legal assistant to Assistant Attorney General Hansen is Robert Bicks, Yale Law '52. Judge Hansen is not Yale man. However, before appointment to present job three months ago, he lived in La Canada, Calif., few blocks from residence of Mr. Moore.

B•T

INVITATION TO SETTLEMENT? • All sorts of speculation has arisen on import of Assistant Attorney General Hansen's testimony. Some observers incline to view that rare frankness of Judge Hansen's testimony was directed more at FCC than at networks; others believe Justice Dept. wants networks to revise their own practices without resort to litigation. Lending credence to latter belief was remark made by Judge Hansen to visitor last week that he intended to continue his predecessor's attitude in antitrust work (Stanley N. Barnes, elevated to circuit court by President Eisenhower, made no secret he was for negotiations and consent decrees before entering formal "complaints"). In fact Judge Hansen told visitor he hoped his Celler appearance and testimony would "act as a prophylaxis."

B•T

DID Celler Antitrust Subcommittee uncover "sleeper"? It's been learned that subcommittee itself was surprised by unexpected force of presentation against networks by Judge Hansen. New to his job, Judge Hansen was not expected to rake network practices in such detailed fashion. So far, subcommittee is of belief Judge Hansen has provided most damaging testimony against network operations.

B•T

PREMIUMS ON WAY OUT? • There's talk of revolutionary change in marketing of packaged breakfast cereals—joint outlawing of premiums. For decades, some of leading cereal marketers have lured kiddies to stores with everything from whistle rings to space gadgets. There's official government interest in this voluntary proposal to sell cereals on their merits alone.

B•T

BROADCASTERS have turned in their recommendations for revision of Sec. 4 of license renewal forms. Submitted last week to FCC members of joint committee were suggestions that add up to: (1) separation of radio and tv forms, (2) deletion of spot announcements list and commercial - sustaining, network - local classification list, (3) revision in both forms of categories, such as entertainment, news, educational, agricultural, etc. Next stop is re-review by FCC staff and additional coordination with broadcasters if necessary and then submission to FCC for action.

B•T

PRICE OF SEGREGATION • ABC-TV has quietly backed away from negotiations for rights to cover New Year's Day Sugar Bowl football game again this season. Official reason is that Sugar Bowl authorities wanted too much money—$150,000. In addition, network cannot be unmindful that repetition of last year's edict against unsegregated teams probably will reduce Sugar Bowl to regional stature and also make it virtually unsalable to sponsors at any reasonable price.

B•T

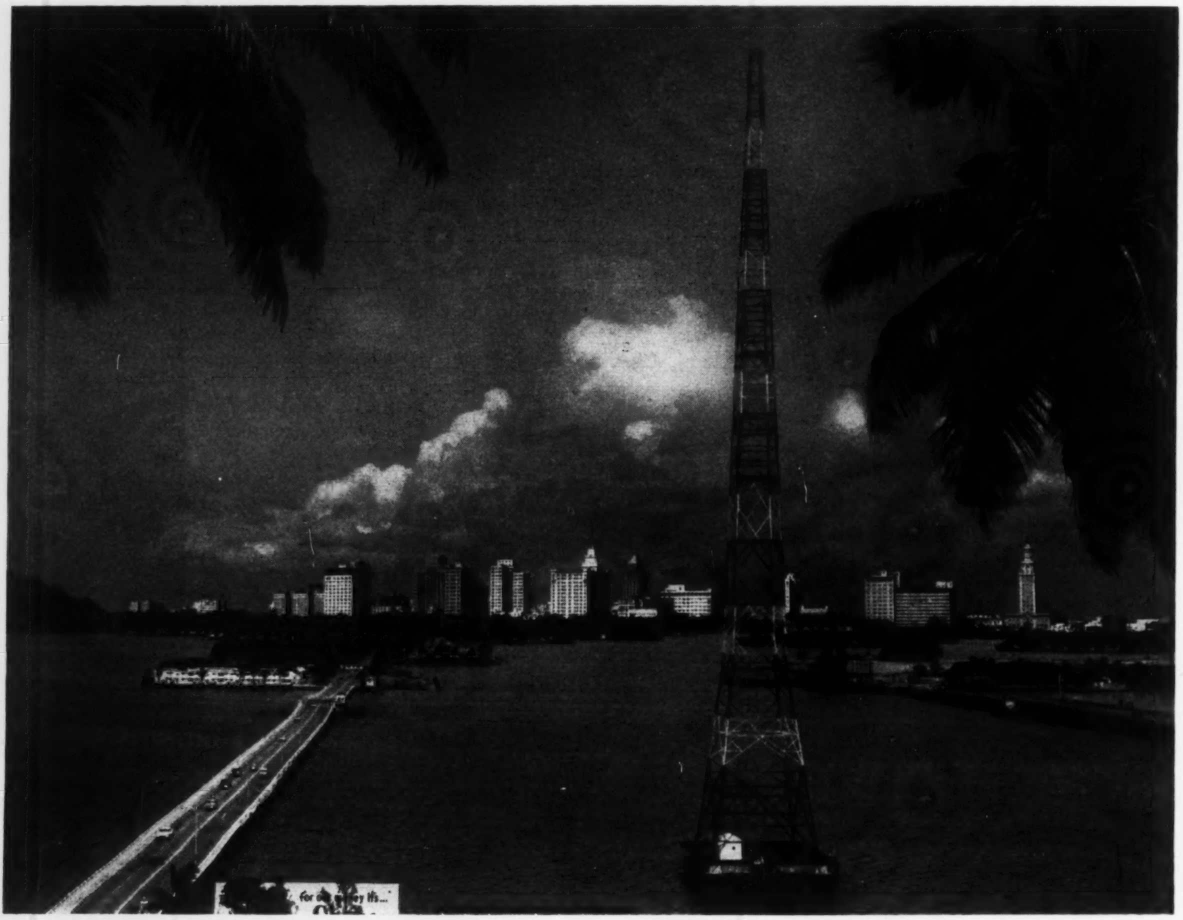
THOUGH it's only "tentative" until all nominees have been checked for availability, slate of proposed officers for Radio Advertising Bureau for 1957 is understood to be headed by Kenyon Brown, KWFT Wichita Falls, Tex., for post of board chairman. He's currently head of RAB executive committee. Current board chairman is Joseph E. Baudino, Westinghouse Broadcasting Co.

B•T

THURMOND'S RETURN • Former Senator Strom Thurmond, South Carolina Democrat, is likely to be back on Senate Commerce Committee, in which communications legislation originates, at next session. After one-term lapse Mr. Thurmond is slated to be "appointed" to vacancy which will be created immediately after election by resignation of Sen. Tom Wofford. This will give him seniority at next session (he's sure-fire bet for election) and he's certain to select Commerce Committee as top choice.

B•T

RADIO stands to benefit materially from new transoceanic telephone cable system that AT&T and British and Canadian organizations are opening this week. Aside from providing first transatlantic cables for radio use, it's speculated that AT&T may soon seek authority to equip cable for higher quality transmissions, approaching hi-fi level.



Coming to Miami?

(via plane, train, and/or time-buy?)

don't miss the new **WQAM**

. . . newest of the Storz Stations

The state's oldest station, serving all of Southern Florida with 5,000 watts on 560 kcs.

For a guided tour, talk to the man from Blair or WQAM General Manager, Jack Sandler.

THE STORZ STATIONS—*President*: *Todd Storz*

PROGRAMMED FOR TODAY'S *LISTENING* AND *SELLING*

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

Represented by John Blair & Co.

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young, Inc.

at deadline

Columbia Cites Records In Challenging Sinatra

COLUMBIA RECORDS Inc., division of CBS Inc., Friday replied to singer Frank Sinatra's charges that his career plummeted with "the advent of Mr. (Mitch) Miller" because of latter's alleged preference for BMI material (see story, page 32) by issuing "facts-and-figures history" of singer's recording period under Mr. Miller's direction. It showed that during Sinatra's three-year association with Mr. Miller, he recorded total of 57 selections, five of which were BMI songs. Of remaining 52 sides, report indicated, 11 were owned by singer's own publishing firm, and that in three years and nine months since singer's departure for Capitol Records, he recorded "at least" 11 BMI songs.

According to Mr. Miller, singer did not cut his first BMI selection until June 28, 1950—six months after Miller assumed post as Columbia's artists-and-repertoire director — and that second BMI song wasn't recorded until July 19, 1951—"after a full year had passed."

Goddard Lieberson, Columbia president, declared no song is ever recorded by firm "because of its performing rights society affiliation, whether it be ASCAP, BMI or any other society." He expressed "bewilderment" as to what might have prompted singer's charges, "which were so contrary to the actual fact."

BMI's Carl Haverlin Scores ASCAP's Charges in Hearing

BMI President Carl Haverlin, in telegram to some 3,600 radio and tv licensees, late Friday charged that allegation of discrimination in broadcast performances alleged by ASCAP witnesses before Celler Antitrust Subcommittee in New York this week mark "a thirst for the return to the unrestricted monopoly in music licensing that existed before BMI was founded" (in 1941).

Asserting BMI will continue to "refute vigorously all such irresponsible attacks as those brought before this committee," Mr. Haverlin said BMI regarded recourse to congressional committee as sign of "lack of confidence" by ASCAP members in their lawsuit against BMI and hopes that "publicity will lead to public acceptance of baseless charges they cannot establish by legal proof." He said that not "a single concrete fact showing discrimination was presented in this unsworn testimony" before Celler committee.

American Chicle Accelerates Its Use of Television Film

AMERICAN CHICLE Co., Long Island City, N. Y., understood expanding use of television this fall with syndicated feature film sponsorship as well as tv spot announcement drives. Manufacturer of Clorets, Rolaids and Dentyne chewing gum, currently sponsoring ABC-TV's *Adventures of Jim Bowie* and *Ozark Jubilee,* understood to have instructed its agencies, Ted Bates & Co. and Dancer-Fitzgerald-Sample, both New York, to line up syndicated film shows in St. Louis, Detroit, San Francisco, Miami and New York, using one station in each market.

VOICE WITH A SALE

NBC CHICAGO Friday reported good response from local agency and client representatvies to "Most Beautiful Voice in the World" [B•T, Sept. 17], recording gimmick conceived by Matthew Culligan, vice president in charge of NBC Radio Network. Recording features voice of George Diefenderfer, manager of NBC Central Div. radio network sales, announcing hunt, with participation by some 200 radio stations, including network affiliates. Central Div. office sent wires to agency-client people asking them to call Michigan 2-0107 for pitch. Scores of interested parties placed calls Thursday and Friday, NBC Radio sales reported.

Salt Lake City Meeting Opposes Shift to All-Uhf

PROPOSALS to transfer commercial television to uhf-only opposed at NARTB Friday meeting at Salt Lake City (early story, page 90). In series of resolutions, delegates also urged board to consider support of Radio Free Asia; thanked Utah broadcasters for cooperation, along with George C. Hatch, KALL Salt Lake City, and D. Lennox Murdoch, KSL-TV Salt Lake City; thanked speakers for contribution to meeting and RCA for hospitality facilities. Members of Resolutions Committee: William Grant, KOA Denver, chairman; George Cory, KUBC Montrose, Colo.; V. V. Clark, KOOK Billings Mont., and Edward Hurt, KFXD Nampa, Idaho.

In community antenna debate Friday, E. Stratford Smith, executive secretary of National Community Television Assn., raised copyright question by asking if common-carrier limiting of community facilities might boomerang since facility "could hardly be a common carrier and infringe copyright on the same program." He knew of no instance where facility had deleted commercials or substituted own commercials, saying practice would violate NCTA code.

Bernard Koteen, counsel for group of western stations asking FCC to define community facilities as common carriers, said FCC should use its powers to bring service without charge to as many homes as possible. Antenna systems serve only "the feasible heart of a community," he said, leaving rural areas unserved. He described them as distribution systems similar to public utilities, suggesting FCC should determine in each case if antenna should be permitted under common carrier rules.

Robert L. Heald, NARTB chief attorney, said failure of broadcasters to enforce property rights in their programs could jeopardize these rights. He explained broadcasters are not opposed to community antennas and likely would never charge fees for use of their programs if property rights could be asserted. Future contingencies make it imperative for telecasters to have right to control use of signals, he said.

Salt Lake City meeting included small-market radio panel moderated by Ian A. Elliott, KATL Miles City, Mont. Phil Hoffman, KLZ Denver, moderated large-market panel. Mr. Murdoch led tv sales discussion.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

$1 MILLION CAMPAIGN • Paper Mate Co. Friday revealed details of intensive $1 million pre-Christmas advertising campaign, starting in mid-November, on nine network radio-tv shows in December concurrent with saturation tv spot drive in 25 major markets. (Network programs will be those sponsored by Gillette Co.) Agency: Foote, Cone & Belding, Chicago.

NABISCO BUYING • National Biscuit Co., N. Y., for introductory campaign in southeast states for Nabisco Shredded Wheat Juniors, completing lining up availabilities on approximately 45 tv stations for 32 market drive starting Oct. 1 and lasting six weeks. Agency: Kenyon & Eckhardt, N. Y.

MAY GO NATIONAL • Whitehall Pharmacal Co. N. Y., for its new products, Instant Anacin, which has been testing tv since mid-August in Albany, Roanoke, and Schenectady, may go into national campaign after first of year if test is successful. Ted Bates, New York, is agency.

TOBACCO MARKETS • Kendall Mills, N. Y., for its tobacco plant-bed covers, planning annual radio spot announcement campaign using live minutes early morning on 28 sta-

Continues on page 9

AB-PT to Cut Theatres, Enter Movie Production

AS MEANS of meeting theatre industry's "present competitive challenge," Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, last Friday told ninth annual convention of Theatre Owners of America that AB-PT plans to enter motion picture production and at same time reduce number of its theatres (see story page 94).

Mr. Goldenson's plan paralleled one outlined to TOA convention by Simon H. Fabian, president of Stanley-Warner Corp., who said he already had had discussions with Justice Dept. for government sanction to permit his company to produce motion pictures. In 1947, under consent decree of federal antitrust suit, interlocking of theatre and production interests were outlawed and producing-distributing companies had to sell their theatre holdings.

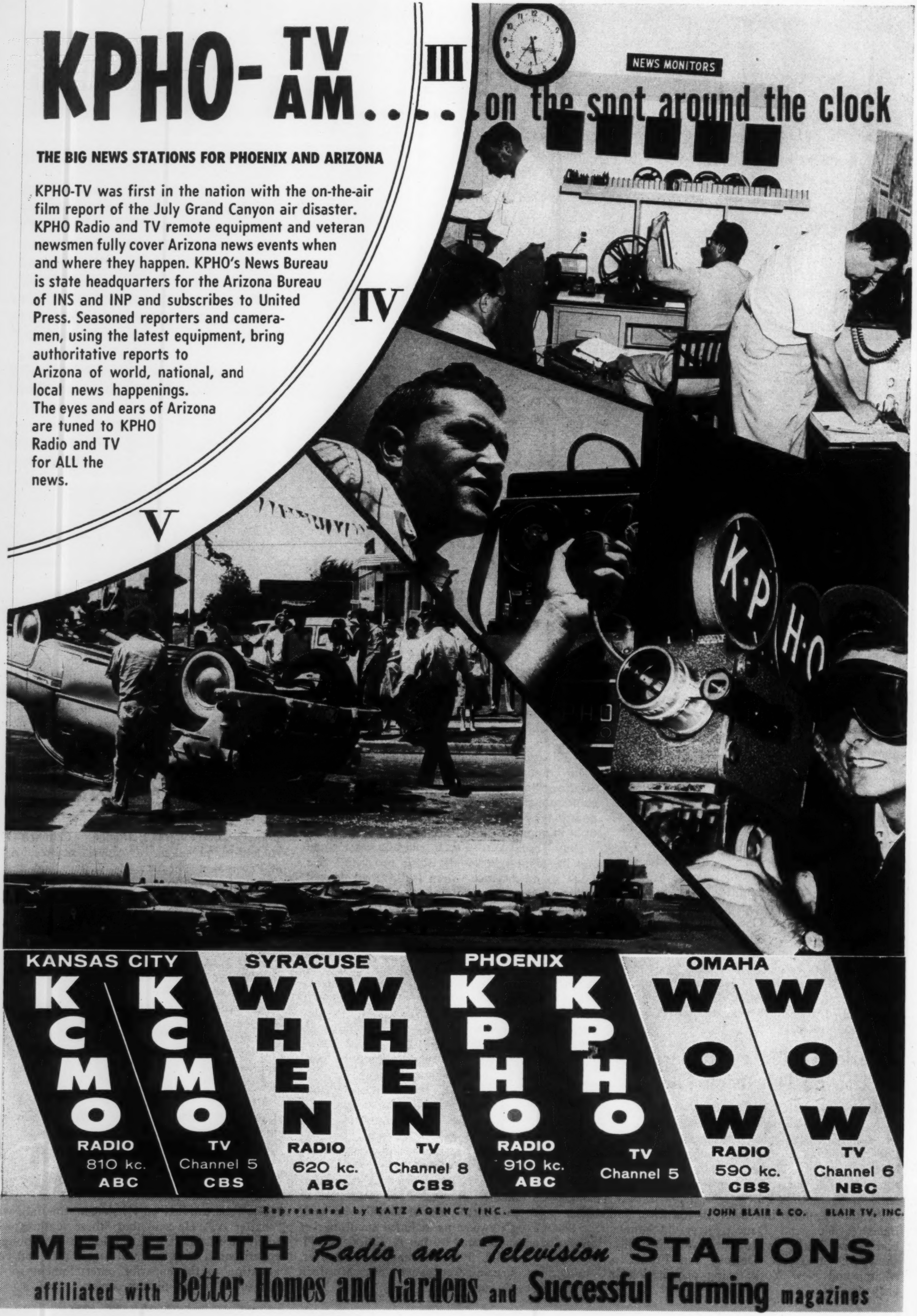
Mr. Goldenson, along with Mr. Fabian, claimed Hollywood studios are not producing sufficient number of films and attributed this shortage to consent decree. He said extent of AB-PT's participating in production would be "on a relatively small scale" initially.

Mr. Fabian predicted that use of major Hollywood product on tv, starting this fall, will "shatter tv." He said that "these features will re-create in adults and develop in the younger generation a taste for real movie fare and call attention to the superior entertainment to be had on a motion picture screen."

KPHO-TV AM......on the spot around the clock

THE BIG NEWS STATIONS FOR PHOENIX AND ARIZONA

KPHO-TV was first in the nation with the on-the-air film report of the July Grand Canyon air disaster. KPHO Radio and TV remote equipment and veteran newsmen fully cover Arizona news events when and where they happen. KPHO's News Bureau is state headquarters for the Arizona Bureau of INS and INP and subscribes to United Press. Seasoned reporters and cameramen, using the latest equipment, bring authoritative reports to Arizona of world, national, and local news happenings. The eyes and ears of Arizona are tuned to KPHO Radio and TV for ALL the news.



KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Balaban Corp. Buys WRIT From McLendon for $400,550

NEGOTIATIONS completed Friday for sale of WRIT Milwaukee, McLendon-owned 250 watt independent (on 1340 kc), to H & E Balaban Corp. and Harold and Leo Lederer, president and vice president-advertising manager, respectively, Atlantic Brewing Co., for more than $400,550.

Purchase, subject to FCC approval, handled by Hugh Norman, Davenport, Iowa, station broker. New owners reportedly plan to continue present programming policies and personnel. McLendon owns KLIF Dallas, KELP and KILT (TV) El Paso, WGLS Decatur, Ga., and KTSA-AM-FM San Antonio. H & E Balaban Corp. controls WMCN (TV) Grand Rapids, Mich., 50% of WICS (TV) Springfield, and WTVO (TV) Rockford, both Ill., and 100% of Birmingham Tv Corp., applicant for ch. 42 in Birmingham, Ala. Principals are Harry and Elmer Balaban.

Scherick Leaves CBS-TV To Head New Sports Firm

RESIGNATION of Edgar J. Scherick as sports specialist for CBS-TV to devote full time to his duties as president of newly-organized Sports Programs Inc., New York, announced last Friday. Purpose of Sports Programs Inc., is to offer inter-connected stations important series of sporting events. First property will be 13 Saturday afternoon Big 10 basketball games to be telecast in Big 10 area, Mr. Scherick said. He added that he has signed exclusive agreement with Sports Network Inc., New York, which will handle all details for placing programs on station lineups.

Subscription Tv Advocates Make Pitch to Canadians

FEE TV in Canada would enable Canadian Broadcasting Corp. to become self-supporting without imposing new taxes and to provide better programs, Zenith Radio Corp. said Friday in a presentation to CBC in Ottawa. Pieter van Beek and Greggar P. Sletteland of Zenith made presentation.

Earlier, James M. Landis, special counsel for Skiatron Electronics & Television Corp., told CBC his company is ready to move swiftly when approval for its service is granted.

KBUN Sold to Potter Group

SALE of KBUN Bemidji, Minn., 250 w outlet on 1450 kc, for estimated $65,000 by Edward W. Butler, president and general manager (Butler Broadcasting Co.), reported Friday. Buyers: group headed by Ben H. Potter Jr., president and principal stockholder with family, (75%) of WHVF-AM-TV Rock Island, Ill., owners of local *Argus* newspaper.

Station would be operated by Paul Bunyon Broadcasting Co., which includes these other officers: James Hambacher, vice president; Mary Potter Hambacher, secretary; Marguerite Potter and Ben H. Potter Sr., directors. No changes in personnel planned, except Mr. Hambacher, who will become general manager. Papers to be filed with FCC in next fortnight.

Four Meredith Stations Buy M-G-M Film Library

LOEW'S Inc.'s tv division has leased its M-G-M library of about 725 feature films to four more markets in $2.5 million agreement with Meredith Pub. Co. Stations are KCMO-TV Kansas City, KPHO-TV Phoenix, WOW-TV Omaha and WHEN-TV Syracuse. Pact provides for exclusive seven-year rights. This makes 17 markets for Loew's M-G-M feature film library, for estimated $24 million in financial arrangement in about one month [B•T, Aug. 20, *et seq.*].

Plymouth Buys ABC-TV Hour

PLYMOUTH Div., Chrysler Corp., has signed for hour-long musical program on ABC-TV (Fri., 10-11 p.m. EDT), effective Oct. 12. Program, being announced today (Mon.), will feature Ray Anthony and orchestra, with Frank Leahy, former head football coach at Notre Dame, as permanent host who also will present occasional sports features. Called *The Ray Anthony Show,* program will originate live in Hollywood and also will travel extensively in behalf of Plymouth Dealers of America. Although N. W. Ayer & Son normally handles Plymouth advertising, this show being handled by Grant Adv., Detroit. Plymouth also will be co-sponsoring (with Dodge) new Lawrence Welk show, *Top Tunes and New Faces,* also on ABC-TV.

PEOPLE

RUSSELL G. STEBBINS, account executive at NBC Chicago tv spot sales office, promoted to sales director of network o&o WMAQ-WNBQ (TV) that city, effective Oct. 1. He succeeds **JOHN M. KEYS,** recently appointed director of advertising, promotion and merchandising. **DICK RICKER** moves from WNBQ sales staff to NBC-TV network sales, replacing **CHARLES DRESSER,** transferred to WRCA-TV New York.

PAUL CERULA named promotion director for Victor C. Diehm radio station group, headquartering in Hazleton, Pa.

LEE GAYNOR, timebuyer, Doherty, Clifford, Steers & Shenfield, N. Y., moving to Dancer-Fitzgerald-Sample, same city, as timebuyer on Falstaff beer account. **ROBERT WIDHOLM,** timebuyer, Lennen & Newell, succeeds Mr. Gaynor at DCS&S.

MILTON Q. FORD, Washington radio personality, joins WOL Washington Oct. 1, to conduct 4-8 p.m. program, Monday through Saturday.

WILLIAM M. WHALEN, formerly in charge of syndication of Motion Pictures for Television programming for United Films in Kansas City and previously with MPTV office in Chicago, to head branch office of Guild Films Co. in St. Louis.

• BUSINESS BRIEFLY

(Continues from page 7)

tions in tobacco areas. Starting dates vary from early in November to December. Contracts running from nine to 13 weeks. For its milk filters, Kendall Mills plans to add approximately 20 markets to current radio list effective Jan. 1, for 52 weeks. H. B. Humphrey, Alley & Richards, N. Y., is agency.

EGGS FOR BREAKFAST • Chas. Pfizer & Co., Brooklyn, N. Y., buys three weekly 5-minute segments on Don McNeill's *Breakfast Club,* ABC Radio, Mon.-Fri., 8-9 a.m. (CST), starting Nov. 12, to promote new egg formula for farm women. Agency: Leo Burnett Co., Chicago.

MAY NAME TUNE • Kellogg Co., Battle Creek, Mich., screening number of network tv properties, including CBS-TV *Name That Tune,* through Leo Burnett Co., Chicago. Lanolin Plus, through Russell M. Seeds Co., dropping alternate-week sponsorship of *Tune* with Nov. 20 telecast.

BREAKING IN • Breakstone Bros., division of National Dairy Products Corp., N. Y., launching two week introductory radio spot drives on five New York and three Philadelphia stations Oct. 4 for new Breakstone product, Temptee whipped cream cheese. Agency, Paris & Peart, N. Y. Breakstone broke into Boston market last week with its cottage cheese via radio spot campaign to last through October.

TONI DEALS • Toni Co. buys alternate week sponsorship of Groucho Marx' *You Bet Your Life* on NBC-TV, Thurs., 8-8:30 p.m. EST, starting Jan. 10, 1957. Toni also buying two quarter-hours, alternate weeks, on NBC-TV *Queen for a Day* and another daytime property, still undetermined. Agency: North Adv., Chicago. Toni also seeking to bow out of CBS-TV *Godfrey and Friends* before end of cycle (Nov. 28) if suitable sponsor replacement can be found—and at substantial short-rate running into six figures, it was learned.

L&M TESTS IN FIVE • Liggett & Myers, N. Y., for its new L&M filters crush-proof package, planning radio spot announcement test in five markets—Buffalo, Baltimore, Washington, Rochester and Syracuse—effective Oct. 8 for four weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

APPROPRIATE • American Tobacco Co., N. Y., through BBDO, N. Y., for new product reportedly called Hit Parade cigarettes, filtered king type, will use *Hit Parade* stars in spot announcement compaign planned to start throughout country after Jan. 1. West coast portion may start as early as Oct. 15.

COFFEE IN FLORIDA • J. A. Folger & Son (regular coffee), Kansas City, expected to enter new territories in several counties in Florida with saturation spot announcement radio campaign using as many as 15 spots per day—60 per week—starting almost immediately. Cunningham & Walsh, N. Y., is agency.

SPOTS FOR MAZOLA • Corn Products Refining Co., N. Y., planning tv spot campaigns for several of its products including 15-week campaign for Mazola salad oil in about 35 markets starting Oct. 1. Agency: C. L. Miller Co., N. Y.

COUGH SEASON • Vicks Inc. (cough syrup), N. Y., through BBDO, N. Y., buying radio spot announcement campaign starting Oct. 15 for 16 weeks in about dozen radio markets.

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the golden era of television is here

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MRS. MINIVER
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NATIONAL VELVET
Elizabeth Taylor · Mickey Rooney

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NINOTCHKA
Greta Garbo

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Spencer Tracy

THE PIRATE
Judy Garland · Gene Kelly

THE POSTMAN
ALWAYS RINGS TWICE
Lana Turner · John Garfield

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Greer Garson · Laurence Olivier

RANDOM HARVEST
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TEST PILOT
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THE THIN MAN
William Powell · Myrna Loy

THIRTY SECONDS OVER TOKYO
Spencer Tracy · Van Johnson

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Gene Kelly · Lana Turner
June Allyson

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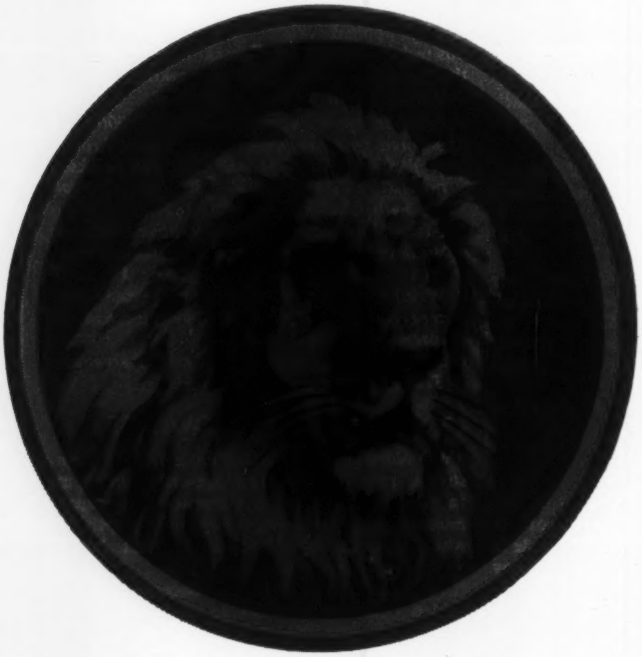

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ON TRIAL

DID Dr. Pritchard, prominent physician of Glasgow, murder his wife and mother-in-law, as the Crown counsel asserted? Or was the murderer really the silly little maid who wanted to hasten fulfillment of the doctor's jesting remark that if he were free he'd marry her, as the defense attorney implied?

Those were the questions presented to the jury in Scotland about the turn of the century and to the NBC-TV audience on Sept. 14 when *On Trial* made its debut as a weekly half-hour series of filmed dramatizations of historic court trials.

But the real problem the teledrama presented to its viewers was the value of the Anglo-American system of meting justice through trial "by a jury of your peers" as opposed to the Germanic "scientific method" of determining guilt or innocence by the proper authorities in consultation with expert witnesses. This was well posed through the caustic criticism of Pritchard's friend and colleague, Dr. Von Berning, who felt his friend was being unfairly treated by the dustbin man, pipe-fitter, commercial traveler and the rest of the jurymen who, in Von Berning's view, were completely incapable of dealing with an eminent physician like Pritchard.

Von Berning's contempt for "English justice" explodes in a bitter tirade, passionately delivered by Ivan Triesault who throughout the telecast deftly portrayed the battle between human emotions and professional correctness continually waged within the German specialist's breast, when his friend is found guilty and sentenced to hang. This, he avows, is not the reasoned decision of democracy; it is the frenzied accusation of the mob. But he is silenced by Pritchard's calm rejoinder: ". . . and yet how right they usually are, as they are in this case."

Excellent as host-narrator, Joseph Cotten was less successful in the starring role of Dr. Pritchard, who had no reality of his own but was merely Joseph Cotten in old-fashioned clothes reading lines with an English accent. "The Trial of Dr. Pritchard" was a thoroughly professional job all round, but it lacked the spark which makes the difference between an adequate job and a great one.

Production costs: Approximately $40,000.

Sponsored alternately by Campbell Soups through BBDO and Lever Bros. through J. Walter Thompson on NBC-TV, Fri., 9-9:30 p.m. EDT.

First play, "The Trial of Dr. Pritchard," was dramatized by Larry Marcus; producer: Collier Young; director: Robert Stevenson; director of photography: Less Shorr; editorial supervisor: Richard G. Wray; film editor: Michael R. McAdam.

Filmed at Revue Productions for Fordyce Enterprises, Hollywood.

TREASURE HUNT

ABC-TV's *Treasure Hunt* is not likely to become a "dark horse" winner in the network tv quiz sweepstakes, but probably will provide a pleasant half-hour of viewing to fans who enjoy entertainment with the questions.

Strong emphasis is placed on the role of Jan Murray as m.c. of *Treasure Hunt*—and wisely. Mr. Murray is a skilled comedian, adept at light-hearted and good-natured fencing with contestants. He is likely to bring with him to his new program the loyal audience that he built during his reign on *Dollar a Second*.

On each show, contestants vie for a potential grand prize of $25,000. They are asked a series of four questions and the winner then is eligible to choose from a group of 50 chests which may contain the grand prize or 49 other prizes. The contestant then also chooses an envelope with a bid from a group of 100 envelopes. The bid ranges from a few dollars up to several hundred dollars. The contestant then has the choice of keeping the money he has won answering the questions and the bid money, or opening the treasure chest. The chest may contain valuable prizes, such as a speedboat, a trip around the world, an expensive fur coat—or modest booty, such as a head of cabbage, a typewriter or a set of linen.

Production Costs: Approximately $22,000.

Sponsored by Mogen David Wine Corp. through Weiss & Geller on ABC-TV, Fri., 9-9:30 p.m., EDT.

Star: Jan Murray; supporting cast: Pat White, Jackie Johnson.

Producer: Budd Granoff; director: Phil Levens; writers: Stan Dreben and Bob Howard.

CONFLICT

OPENING program of ABC-TV's new *Conflict* series of hour-long programs filmed by Warner Bros. was a typical grade B movie with a stock plot: two guys who had been pals find themselves working at cross purposes; the hero who has taken on a special job for a large sum of money refusing to go back on his bargain to help make the other guy's dream come true; the pal dies in testing his invention; the hero risks his own life—and his employer's investment—in proving that the invention really works. With the peculiar logic of B pictures, keeping his bargain made the hero a heel and double-crossing his employer made him a hero again.

Good professional jobs were turned in by Scott Brady as the test pilot hero, Kenneth Tobey as his inventor pal, Ted De Corsia as the boss and Leona Burroughs as the girl. Production was also thoroughly professional, with such requisite touches as having the boy and girl "meet cute" in the reception room when he pretends to be after the secretarial job she has applied for. It's too bad that with all this technical movie-making skill, "Shock Wave" throughout kept this viewer asking himself, "Haven't I seen all this before?"

Production costs: Approximately $32,000.

Sponsored by Chesebrough-Pond's Inc. through J. Walter Thompson and McCann-Erickson on ABC-TV, Tues., 7:30-8:30 p.m. (alternating with Cheyenne*).*

Produced by: Warner Bros.; executive producer: William T. Orr; producer: Roy Huggins; director (Sept. 18 premiere): James V. Kern; Written by (premiere): Liam O'Brian, Vincent Evans and Howard Browne; music by (premiere): David Buttolph.

Cast (premiere): Scott Brady; Leona Burroughs, Ted De Corsia.

PRODUCER'S SHOWCASE

TWO oldtimers, Buster Keaton and Louis Armstrong, provided the few appealing moments in "The Lord Don't Play Favorites," an original musical on *Producer's Showcase* (Sept. 17) which proved that 90 minutes can be an agonizingly long time.

A strained and flimsy plot concerning a debt-ridden circus that comes to play in a small, drought-stricken Kansas town provided the framework on which to hang a group of uninspired musical numbers—including the inevitable soft shoes, a spiritual-type offering, a hoedown, and a few sentimental songs, the latter delivered with a singular monotony by Kay Starr and Dick Haymes and Kay Starr and Robert Stack.

Mr. Keaton, as the circus clown, was written into a script that left little time for clowning in the best Keaton tradition—but he made

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WIBC not only leads the way in public service among Indianapolis radio stations, but WIBC programs lead the audience ratings, too. In the 31-county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

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Richard M. Fairbanks,
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every second count. Mr. Armstrong's talents, too, were only sampled, although musically he was a standout in a Satchmouthed rendition of "Never Saw a Better Day."

Production costs: Approximately $200,000.

Sponsored by RCA and Whirlpool-Seeger Corp., both through Kenyon & Eckhardt, New York, on NBC-TV's Producer's Showcase, *Sept. 17, 8-9:30 EDT, originating from NBC Color City Studios, Burbank, Calif.*

"The Lord Don't Play Favorites," adapted from a Patrick Malloy short story by Jo Swerling and Hal Stanley; music: Hal Stanley; lyrics: Irving Taylor; executive producer: Mort Abrahams; produced by Hal Stanley; director: Bretaigne Windust.

Cast: Robert Stack, Kay Starr, Dick Haymes, Buster Keaton, Louis Armstrong, Mike Ross, Oliver Blake, Breitaigne Windust, Barry Kelly and others.

CAESAR'S HOUR

THE THIRD "Mrs. Caesar"? She's prettier than the comedian's first wives and is a better singer and dancer. But whether she can match her predecessors' comic talent remains to be seen.

Certainly Janet Blair was not given much of a chance to be funny in her debut on the returning *Caesar's Hour* (NBC-TV, Sept. 15). Her assignment included a surprisingly flat suburbanite sketch that even had Sid Caesar himself looking a little unintentionally strained. Later in the show, however, Miss Blair was much more at home in a slick song-and-dance rendition of "I Could Have Danced All Night."

The rest of the opening show was up to Mr. Caesar's usual high standards. In particular, his satire on a Yul Brynner movie was a delight, as was the support of Carl Reiner, Howie Morris and newcomer Shirl Conway.

Production costs: Approximately $100,000.

Sponsored by Quaker Oats Co. through Needham, Louis & Brorby; B. T. Babbitt Co. through Dancer-Fitzgerald-Sample; Knomark Mfg. Co. through Emil Mogul and Wesson Oil Co. through the Fitzgerald Co. on NBC-TV, Sat., 9-10 p.m.

Packaged by Shellrick Corp.; executive producer: Hal Janis; producer: Leo Morgan; associate producer: George Charles; director: Frank A. Bunetta; associate director: Rosemary McPhillips; writers: Mel Tolkin, Larry Gelbart, Mel Brooks, Neil (Doc) Simon, Sheldon Keller, Mike Stewart and Gary Belkin; choreographer: Ted Cappy; music director: Bernard Green.

KICKOFF 1956

THE football fan expecting to get an insight into the brand new pigskin season was bitterly disappointed by NBC-TV's *Kickoff-1956*. In fact, it was nothing short of a 30-minute commercial for the network's telecasts of NCAA football (which began last Saturday).

The show opened with an impressive and nostalgic scene which showed the illustrous coach, Amos Alonzo Stagg, walking on the sidelines of a huge and deserted stadium. And, except for the music of Fred Waring and his Pennsylvanians singing college songs and the West Point Glee Club, the program should have ended right there.

Production costs: Approximately $25,000.

Sponsored by General Tire & Rubber Co. through D'Arcy Adv. Co., on NBC-TV, Sun., Sept. 16, 7:30-8 p.m.

Program supervisor: Tom S. Gallery, NBC sports director; producer: Ed Pierce; director: Craig Allen; associate producer: Perry Smith; writers: Irvin Graham, Barney Nagler and William Welch.

The Midwest Market Station
of St. Joseph, Missouri

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Kenyon Brown, President; Glenn Griswold, General Manager

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More People Buy Chevies

EDITOR:

We read with considerable interest your roundup on the fall advertising plans in radio and television, for automobile manufacturers, as it appeared in the September 10 issue of B•T. When we came to the paragraph on Chevrolet, it was not possible to read the story without being shocked.

The lead line says, "Chevrolet, tied with Ford for first place in sales, isn't talking." I am enclosing a piece of the front page from Automotive News for the same date, September 10, which has the "Auto Sales Scoreboard" based on new car registrations for seven months of this year. As you will note, it indicates that Chevrolet is leading Ford by over 155,000 units, and from where we sit, this certainly doesn't look like a tie. It would seem that the researcher concerned with this article was unfamiliar with the facts.

Quite frankly, Chevrolet's record in the current year is far and away the outstanding sales success in the automotive industry, and, in our opinion, they are due credit for it.

Elsewhere in the paragraph, the quotation attributed to Philip McHugh is, in the opinion of the writer, a little out of context with the statement made to your reporter when he called on the telephone. However, that's minor and, at this time, incidental. We were surprised to note that the reporter indicated there would be only **one** *Chevy Show* a month this fall, when at other times in your magazine you have made it clear that there would be two *Chevy Shows* a month—one on Sunday nights at 9 p.m. EST, and one on Friday nights at 9 p.m. EST.

Since we look to your magazine regularly for thoughtful, accurate information on the broadcasting and telecasting industry, I felt sure that you would appreciate having this brought to your attention, since, if the facts about Chevrolet are inaccurate, it tends to make us question other facts presented in the article, and you may want to put your readers straight.

Philip L. McHugh, Vice Pres. for Tv & Radio
Campbell-Ewald Co., Detroit, Mich.

[EDITOR'S NOTE: B•T regrets that conflicting claims of competing automotive manufacturers and misinformation received from NBC led to shortchanging Chevrolet on both sales and programs.]

Particularly Helpful

EDITOR:

. . . I want you to know that we make excellent use of the loads of varied information in your B•T YEARBOOKS. Particularly helpful to us is the detailed information on transfers and proposed transfers of ownership in the 1956-57 TELECASTING Yearbook just received.

Glenn Dolberg, Vice Pres.
Broadcast Music Inc., New York

Get Excited, Get Results

EDITOR:

Every salesman worth a dime knows well the cartoon showing a mother cat and her brood parading before a tomcat who proudly turns to his friend and confides, "You gotta make calls to get results."

And though it may seem like a trite reminder, it is especially applicable to today's radio time salesman. You simply have to pound the pavement if you want to show results. It gets a little tiring after a while listening to readers of B•T moaning and groaning through OPEN MIKE about the difficulty of selling radio today. I for one am excited about radio—and my clients are too. We are the new third station in a town with three radio stations and a tv station . . . and only about 24,000 population, to boot. And we find it easy to sell both spot and programs. Of course, the emphasis today is on spot campaigns—and that is still our best commodity.

So whenever we read about the "difficulty" of selling radio, we add another item to our bank deposit slip. And we go and help another client carry his gold to the bank.

Lou Torok, Sales Mgr.
KBTK Missoula, Mont.

Woodies

EDITOR:

Your piece on Woodies [B•T, Sept. 10] is an excellent job on a difficult problem. I'd like to order 500 reprints if they are available . . .

Joseph L. Brechner, Gen. Mgr.
WGAY Silver Spring, Md.

EDITOR:

I am wondering if it would be possible to receive reprints of the Woodward and Lothrop story [B•T Sept. 10] which is certainly most impressive.

Marshall Rosene, Genl. Mgr.
WNXT Portsmouth, Ohio

EDITOR:

Please send four reprints of the article, "A Prestige Department Store Discovers In Radio Productive, and Profitable, Vehicle To Success."

Philip K. Eberly, Sales Mgr.
WSBA York, Pa.

EDITOR:

Would greatly appreciate receiving six reprints . . .

John R. Murphy, Pres.
Murphy & Lang Adv.
Dayton, Ohio

EDITOR:

I would like to have four copies of the Woodward & Lothrop story . . .

Holland D. Cameron, Sls. Mgr.
WTXL W. Springfield, Mass.

EDITOR:

I'd appreciate receiving 20 reprints of the department store article . . .

Tim Elliot, Pres.
WCUE Akron, Ohio

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $10 per 100 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.]

Gas, Gaskets and Glamour

EDITOR:

Here is a copy of a letter to Dave Taylor, commercial manager, WFRL Freeport, Ill.

Dear Mr. Taylor:

Bad news usually travels with lightning rapidity, but in this case it has taken until now for a copy of the June 25 issue of B•T to reach my desk. This is the issue in which a letter was run over your name severely criticizing the Alemite Division of Stewart-Warner Corp. for "telling one of your satisfied and happy clients not to buy radio advertising." . . .

You speak of "Gas, Gaskets and Glamour" as "a promotion which Alemite sold to the dealer." It isn't a "promotion" and we don't "sell" it to anybody, unless you count a few dollars the dealer might spend on some printed

What better way to demonstrate the "personal touch" and "friendliness" of a bank than with a man whose very nature personifies these qualities! Such a man is Warren Culbertson — Channel 8's ace meteorologist and goodwill ambassador for the First National Bank in Dallas. As one bank official puts it . . . "Warren's daily weathercasts and informal commercials have provided a stimulus to our advertising program far surpassing our own expectations." More proof that . . .

ADVERTISERS GET
BIG-TIME RESULTS
WITH WFAA-TV!

WEATHER
WFAA-TV
channel 8
64
54

Warren Culbertson — Winner of TV Preview 1956 "Personality Award".

WFAA·TV

Channel 8 – Dallas
NBC-ABC
Covering 564,080 TV Homes
The Great North Texas Market

the way of the WEATHER
1st NATIONAL BANK

This pocket-size booklet "The Way of the Weather", edited by Warren Culbertson, has been requested by nearly 25,000 persons. And the only place it is available is at the information desk of the First National Bank in Dallas.

If you are looking for big-time results . . .

Call your PETRYMAN for availabilities, market data, and complete coverage information

WCBS-TV
NEW YORK

KNXT
LOS ANGELES

WBBM-TV
CHICAGO

....in good company

On September 16, WGTH-TV, Channel 18 in Hartford, became a CBS Owned station . . . changed its call-letters to WHCT . . . immediately increased its weekly operating hours . . . and began a new era of television service for viewers in the Hartford-New Britain area, the nation's *sixth* market in per family income.

As viewers in New York, Chicago, Los Angeles and Milwaukee have known for a long time, CBS ownership means a great deal. Very soon, viewers in Greater Hartford will be seeing the difference. They'll see WHCT become a pace-setter in community affairs. And they'll see more *and more* big-name CBS Television Network shows . . . plus an expanding schedule of local programming tailored for local tastes and produced to the showmanship standards which have made CBS Television the most popular entertainment medium in the nation.

WXIX
MILWAUKEE

18

HARTFORD
WHCT

For advertisers, CBS Owned WHCT shapes up as a dynamic new sales force in a market where family incomes exceed $7,300 annually. Better check CBS Television Spot Sales today for details on the new WHCT, Hartford!

WHCT COVERAGE DATA:

television families (UHF)	*275,029*
retail sales	*$2,078,741,000*
food sales	*$467,326,000*
drug store sales	*$68,888,000*
effective buying income	*$3,328,943,000*

(Sales Management Survey of Buying Power, May 1956; Television Magazine, August 1956)

MEMO: TO TIMEBUYERS!

NOW

1½ MILLION WATTS!

WILK-TV is the world's FIRST TV station to operate with more than a million Watts! NOW—your sales message is carried further and with even greater intensity than ever before.

Cover ALL the Rich Northeastern Pennsylvania Market with:

- ★ **TOP** POWER!
- ★ **TOP** RATING!
- ★ **TOP** AUDIENCE!
- ★ **TOP** PERFORMANCE!

LEADERSHIP – COVERAGE – POWER!

Now—more than ever—WILK-TV gives you TOP AUDIENCE at LOW COST per THOUSAND!

GET THE FACTS!

CALL
AVERY-KNODEL, INC.

- NEW YORK
- CHICAGO
- LOS ANGELES
- SAN FRANCISCO
- ATLANTA
- DALLAS
- DETROIT

WILK-TV

WILKES-BARRE
SCRANTON

Affiliated with ABC

materials a "sale." Gas, Gaskets and Glamour is strictly a public relations idea that we worked up and are offering to our accounts, not as a business builder but as an instrument for building good will—in reality the kind of "public service" of which you appear to be so scornful.

In my own experience in presenting the idea to dealers their first reaction is: "It will cost me too much to advertise it." Our standard reply to that is that he doesn't have to advertise it at all; that merely sending out invitations to a bunch of women will swamp him with pleas to enroll. For that reason we have budgeted no advertising for it, nor do we ask the dealer to budget any advertising for it. On the other hand, if the dealer wants to advertise it, who are we (who built our business on advertising to the point that Alemite is one of the best known trade names in the automotive field) to say no? I can't conceive of any Alemite representative taking that attitude.

You start by saying "the radio industry is constantly besieged by free riders of all kinds." Indeed it must be, and so is the newspaper industry and the magazine industry, not to mention the upstart television industry. And well might they be on their guard against those who would take them for a free one! Personally, I have found them all too smart and sophisticated to fool. They can smell a free loader a mile off. The fact still remains that the *Saturday Evening Post* ran an illustrated article on our Gas, Gaskets and Glamour schools and so did *Business Week;* Dave Garroway interviewed our Miss DeCoverly (who heads up G.G.G. here) on his network show and so did *Welcome Travelers* . . .

F. R. Cross, Dir. of Adv.
Stewart-Warner Corp., Chicago, Ill.

[EDITOR'S NOTE: With no endorsement, but in the belief that each party to a dispute is entitled to a chance to speak, B•T is publishing these excerpts from Mr. Cross's answer to Mr. Taylor's charges (OPEN MIKE, June 25).]

The Texas Story

EDITOR:

I have just finished reading your excellent article on Texas [B•T, July 23] and want to congratulate you on giving such a complete and balanced presentation of a very big subject. The section on our Gulf Coast agriculture was of special interest to me . . .

The response to our daily farm program, now sponsored by four area John Deere dealers, has been very encouraging and we find that many industrial workers and city dwellers follow farm news with much interest. I believe farm programming should be presented in a manner that is interesting to urban as well as rural people. Not only does this promote understanding of current farm problems—it increases the commercial potential for profitable farm programming by attracting the interest of general advertisers.

Burt Johnson, Farm Dir.
KGUL-TV Galveston, Tex.

Help for Hopers

Editor:

I have just returned from four months in Europe, so I am a little behind in my reading of B•T. Just finished the May 14 issue and I wanted to tell you how pleased I was with the article on "How to Start a Radio Station" by Beverly M. Middleton . . . because one of these days I hope to start my own station.

Thanks again for the article and B•T. You are providing us with a fine magazine—week after week—and I know "it ain't easy!"

Eddie J. Nelson
Beverly Hills, Calif.

WGMS

5,000 WATTS

570 KC—IS YOUR

MUTUAL NETWORK

station for

WASHINGTON, D.C.

MUTUAL

WGMS

5000 WATTS

MUTUAL IN WASHINGTON, D. C.

570 FIRST ON THE AM DIAL

103.5 WGMS-FM Separately programmed for The World's Great Music

Wendell B. Campbell—National Sales Mgr.—New York

NATIONAL REPRESENTATIVES: ADAM YOUNG, INC. New York 22, N. Y., 477 Madison Ave. • Boston 16, Mass., Statler Office Bldg. • Chicago 2, Ill., 55 East Washington St. • St. Louis, Mo., 7 N. 7th Street • Los Angeles 28, Calif., Guaranty Bldg.—6331 H'wood Blvd. • San Francisco, Calif., 593 Market Street

WHAT RADIO CRITICS SAY:

BERNIE HARRISON
The Washington Star

"The town is jumping over Mutual's plans for its new Washington outlet, WGMS . . . a half-dozen of the area's top men have been scrambling for the plum . . . two Washington personalities figure heavily in the overall plans. Art Lamb . . . has landed the new morning disc jockey spot on WGMS-AM . . . Les Sand as sports director has more real sports background than all of the other sportscasters combined . . . Bobo Newsom excepted. WGMS-Mutual has added a third well known Washington personality to its AM staff, Billy Johnson."

LAURENCE LAURENT
The Washington Post

"Radio guys around our town are greatly excited about the changes taking place at WGMS . . . purchased by RKO Teleradio Pictures, the parent corporation of Mutual Broadcasting System."

DAVE REQUE
The Washington Daily News

"WGMS is beefing up with top names under its new ownership by the Mutual Network . . . Art Lamb, top local personality . . . is hard at work for WGMS as its early morning man."

THE SMART ADVERTISING MONEY IS ON CODE 3

Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880

ABC FILM SYNDICATION

our respects

to RALPH EVANS

RALPH EVANS, executive vice president of Central Broadcasting Co. and its parent B. J. Palmer Enterprises, is an "armchair" philosopher by temperament and nature and a "behind-the-scenes" worker in broadcasting by preference. He has been a journalist, government servant, merchandising and public relations specialist—and a promising ichthyologist.

For the past 31 years, Mr. Evans has been identified with the B. J. Palmer interests. He has been closely associated with all phases of the diversified interests of Palmer. As executive vice president of Central Broadcasting Co., he wields supervisory executive reins over WHO-AM-TV-FM Des Moines and WOC-TV Davenport, Iowa (the latter also embracing Moline, East Moline and Rock Island. WOC is licensed to Tri-City Broadcasting Co.).

Ever since he worked for choirmaster Alfred Thomas (of Whittall & Thomas), Mr. Evans has cherished the view that "really big people desire to be helpful to youngsters who want to be helped" and that "if you ask help from older men, they are willing to give it." This could be said to be the cornerstone of his own philosophy, developed when he first set out to "see the government in operation."

Ralph (no middle name) Evans was born in Worcester, Mass., on July 11, 1896, and became self-supporting at an early age by buying and trading newspaper routes. After completing a year of high school while working as an office boy, he attended Worcester Business College two hours each evening, taking up accounting, stenography, typing and shorthand—what he felt were basic courses.

Because he liked to travel and meet people, young Ralph took a civil service examination in 1915. One of his first jobs was as secretary to Dr. Henry F. Moore, deputy commissioner of fisheries. Working with a world authority on oyster and sponge culture, Mr. Evans recalls, was not precisely what he had bargained for when he initially took up shorthand.

"How in the devil I managed to make the grade is beyond me," he says, "because instruction in shorthand had not embraced Latin nomenclature of fish . . . Boy, what I didn't know about the mating habits of oysters, sharks, Columbia River salmon, seals, sponges, etc., would embrace tons of printer's ink." Mr. Evans (and the fish) survived, however, and he claims to really have developed enthusiasm over the bureau's wartime "Eat More Fish" campaign.

When a survey was launched to furnish material for the Civil Service Retirement Plan, Mr. Evans dutifully typed out personal data of employes. His view today is that "some of those authorities on fish could put to shame most of the successful contestants on the *$64,000 Question*. What's more, he feels, *Who's Who* may well have perpetrated an injustice in not listing hundreds of individuals who knew their ichthyology.

Eventually, Mr. Evans left fisheries to their own devices and became clerk to the House Public Lands Committee. He also assisted the chairman of the Democratic Congressional Committee during the 1918 off-year elections and filed campaign expenditures. Mr. Evans' administrative reputation brought him to the attention of Canadian-born Franklin K. Lane, Secretary of Interior during the Wilson Administration, and the 22-year-old Evans was persuaded to become his confidential clerk (handling security data) and later private secretary.

At the persuasion of Herbert Kaufman, whom he had met while with the Interior Dept., Mr. Evans joined *McClure's* magazine in New York. (During his Washington tenure, Mr. Evans had studied journalism and law at George Washington U. there.) The magazine went into voluntary bankruptcy in the early 20's, but Mr. Evans was retained by the referees.

Mr. Evans was importuned by Frank Elliott, general manager of the Palmer Enterprises, to join that organization on July 1, 1925. His objective was still journalism and he wanted to "get the color of the midwest." The first six months he was secretary to B. J. Palmer, gradually assuming direction and responsibility for various activities of the organization. In 1936 he was appointed public relations vice president in charge of Palmer Enterprises, handling merchandising and administrative duties, and became executive vice president in 1947.

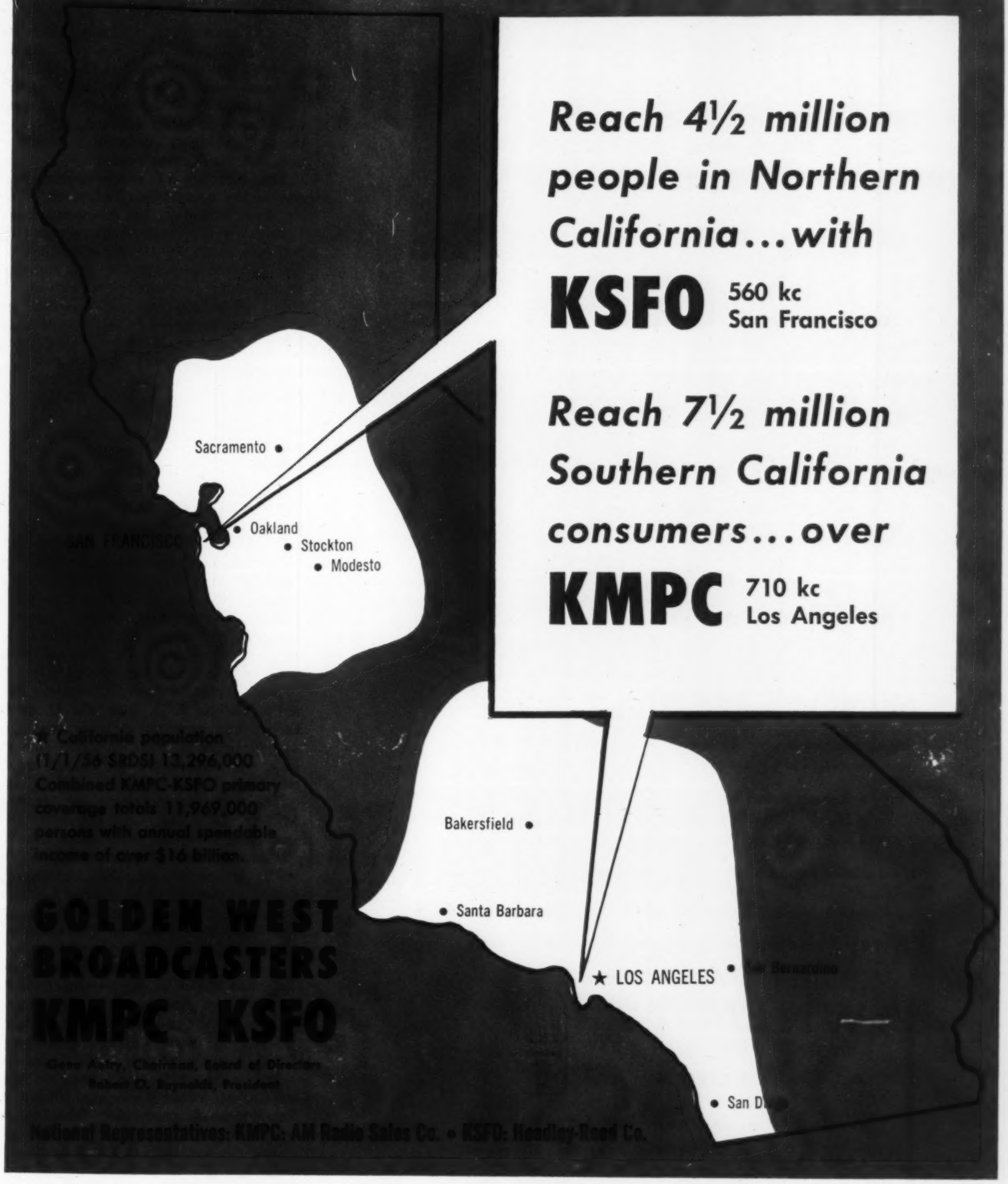
WHO began operation in 1924 with WOC-TV starting commercially in October 1949 and WHO-TV in April 1954. Mr. Evans has played an important part in the development of the two Palmer tv properties, of course, but still retains a firm belief in the power of radio, having cut his eye teeth with Palmer on those early aural operations. He makes his headquarters in Davenport.

Mr. Evans was active in promoting passage of the radio libel law in Iowa and has been identified through the years with objectives of clear channel broadcasters and the onetime Station Planning Affiliates Committee. He was sub-chairman of the Iowa Centennial Committee, with the state's commemorative stamp and half-dollar as his personal assignment. As a result, $200,000 was raised for the youths of Iowa. He is past president of the Rotary Club and a trustee of the Herbert Hoover Foundation Inc.

Mr. Evans married the former Audrey Leigh and they have a son (Richard) and three grand children. His hobby, as becomes a good ichthyologist, is fishing.

Buy KMPC *and* KSFO

Reach 9 out of 10 Californians!


Sacramento
SAN FRANCISCO
Oakland
Stockton
Modesto
Bakersfield
Santa Barbara
★ LOS ANGELES
San Bernardino
San D

Reach 4½ million people in Northern California . . . with

KSFO 560 kc
San Francisco

Reach 7½ million Southern California consumers . . . over

KMPC 710 kc
Los Angeles

★ California population
(1/1/56 SRDS) 13,296,000
Combined KMPC-KSFO primary
coverage totals 11,969,000
persons with annual spendable
income of over $16 billion.

GOLDEN WEST BROADCASTERS

KMPC KSFO

Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President

National Representatives: KMPC: AM Radio Sales Co. • KSFO: Headley-Reed Co.

SELLING DRUG PRODUCTS?

Your market is

46 MILLION DOLLARS

in Flint and the Saginaw Valley

LAKE HURON
over a billion dollar market
MIDLAND
BAY CITY
SAGINAW
CHANNEL 5
FLINT
LANSING
PONTIAC
DETROIT
ONTARIO
MICH.
OHIO
LAKE ERIE
NBC
abc

Top stars sell top brands over WNEM-TV. Sponsors know the power of the Golden Valley's most significant station.

Michigan's 2nd richest market

Selling toothpaste . . . or soap . . . or perfume? Whatever your product, here's a big-spending market . . .

- Annual Retail Sales $1,365,757,000
- Effective Buying Income $1,683,023,000
- Average Income per City Family...... $6,413.75

It's a market second only to Detroit in Michigan. And the way to reach it best is with WNEM-TV—the only station completely covering all 274,067 sets. ARB and PULSE surveys say so.

Contact Headley-Reed or Michigan Spot Sales

WNEM-TV

A Gerity STATION

CHANNEL 5

serving Flint, Saginaw, Bay City, Midland

Radio Stations WPON — Pontiac, Michigan
WABJ — Adrian, Michigan

MR. GORDON

MR. SILLERMAN

film makers

WHEN Television Programs of America was organized three years ago this month, the team of Milton A. Gordon (The Quiet One) as president and Michael A. (Mickey) Sillerman (The Lively One) as executive vice president was chosen to direct the fledgling company in the already highly competitive tv film production and distribution field.

The blending of temperaments apparently was highly compatible. Today, as TPA marks its third birthday, the company has grown from one with a single product series (*Ramar of the Jungle*) to an organization that produces and distributes more than a dozen series, including four for network exhibition. Another index of its "growing pains" is that personnel today numbers about 125 compared to the half-dozen, including Messrs. Gordon and Sillerman, who began with the company.

Mr. Gordon, of course, was blessed with talents other than a quiet mien. He brought to TPA a background of almost 20 years in the business community and a well-earned reputation as a "financial fireman." Perhaps his most notable achievement was quelling the "fire" at United Artists in the late 1940s. As executive vice president of Walter E. Heller & Co., Chicago investment company, he was delegated the task of refinancing UA. He devised a plan for funneling sorely-needed funds into the company and subsequently effected "split hemisphere" financing of the *African Queen* production, raising part of the money in the U. S. and the remainder in England, said to be an "industry first." The motion picture, an Oscar winner, was the turning point for UA.

Mr. Gordon, a native Chicagoan who holds a Ph. D. and J. D. from the U. of Chicago, earlier had been an attorney for eight years and president of his own Army materials factory. He also served the Heller organization, which specialized in rescuing failing companies.

The perfect complement for Mr. Gordon is Mickey Sillerman, an extremely out-going individual who had spent more than 20 years in the sales end of advertising and broadcast media before joining TPA. Among the companies he served in executive posts following schooling at Johns Hopkins U. in his native Baltimore were Fairchild Publications, I. Miller (shoes), John D. Boyle advertising agency, The Biow Co., Hamilton Radio Productions, Keystone Broadcasting System (which he organized) and Ziv Television Programs.

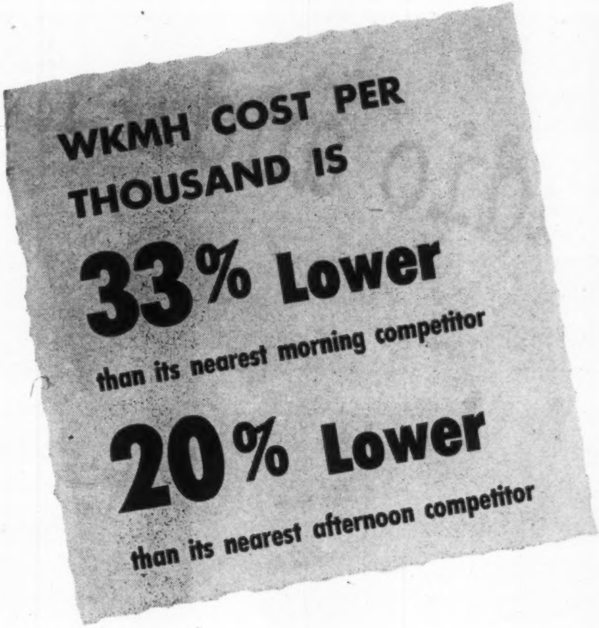
Both Mr. Gordon and Mr. Sillerman are grateful to motion picture producer Edward Small, board chairman of TPA, for permitting them to execute without deviation a blueprint devised before TPA was formed: ample financing, top-notch production facilities, personnel and talent, and a top-drawer sales staff.

Mr. Gordon and Mr. Sillerman live in Riverdale, N. Y. Mr. Gordon is married to the former Elinor Loeff and they have two children, Stephen, 14, and Leslie, 11. Mr. Sillerman and his wife, the former Estelle Levande, also have two children, Tracy, 10, and Robert, 8.

Proved by Pulse!

WKMH COST PER THOUSAND Lowest

OF ALL DETROIT-AREA STATIONS



WKMH COST PER THOUSAND IS

33% Lower

than its nearest morning competitor

20% Lower

than its nearest afternoon competitor

Figures on request

The news is out . . . and it's proved by Pulse! WKMH cost per thousand is lowest of all Detroit area stations—regardless of power! Here again is proof that WKMH really gives listeners what they want most . . . gets advertisers what they want most! Put your radio dollars where they do the most—contact your local Headley-Reed office today!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

The Community Stations

KNORR Broadcasting CORP.

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres.
JOHN CARROLL, Mg. Director
Represented by Headley-Reed

MILESTONES

► WBZ-WBZA Boston-Springfield observed its 35th anniversary.

► EUGENE R. KIRSHENSTEIN, chief accountant for WGR Corp., Buffalo, celebrated his 20th anniversary with organization.

► CBS Radio's daytime serial *Road of Life* (Mon.-Fri., 1:45-2 p.m. EDT) has begun its 20th year on the air.

► KXOK St. Louis has observed its 19th year of broadcast service.

► ORGANIST E. Power Biggs begins his 15th consecutive year on CBS Radio next Sunday morning. Mr. Biggs' program originates from WEEI Boston.

► ALLAN L. LEWIS, sales executive, WGR Buffalo, N. Y., celebrates his twelfth anniversary with the station this month.

► *The Old Dominion Barn Dance* has celebrated its 10th year of broadcasting on WRVA Richmond.

► WFIL-TV Philadelphia has celebrated its ninth year of telecasting.

► NBC-TV's *Your Hit Parade* marked its seventh season with its return to the air Sept. 8 (Sat. 10:30-11 p.m. EDT). The program will be sponsored alternately by the American Tobacco Co. (Lucky Strike cigarettes) through BBDO and Warner-Hudnut Inc. (Quick home permanent) through Kenyon & Eckhardt.

► *TV-MD*, the medical series on WBAL-TV Baltimore starts its sixth consecutive year on Sept. 30.

► CBS-TV's *Private Secretary* series has begun its fifth consecutive year on the air in the Sunday 8-8:30 p.m. EDT period. Series is sponsored by the American Tobacco Co., N. Y., through BBDO, N. Y.

MORRIS B. SACHS
AMATEUR HOUR
Morris B. Sachs

A DIRECTOR'S CHAIR in the true Hollywood style is presented Morris B. Sachs (l), department store chain owner, by WGN Chicago, to mark the twenty-second anniversary of the *Morris B. Sachs Amateur Hour* on the station. The chair, which is symbolical of Mr. Sachs' interest in theatrics and in boosting new talent into show business, is presented by Jay Faraghan, WGN-TV program manager.

*

A. C. Nielsen Company reports. . .

WLW radio audience

*

e among TOP 10 in America

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

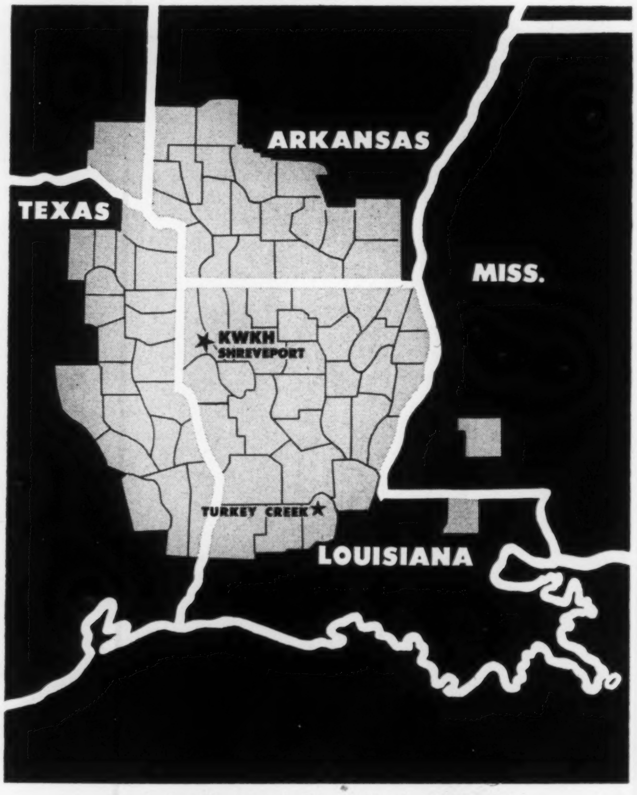
KWKH SHREVEPORT

MAKES SPLASH IN TURKEY CREEK!

KWKH *inundates* an 80-county daytime SAMS area, covering an almost endless list of cities, farms and settlements — including even Turkey Creek (La.)!

We're "in the swim of things" at home in Shreveport, too. The March, 1956, Pulse credits KWKH with top rating in 55% of all daytime quarter hours—IN 100% OF ALL NIGHTTIME QUARTER HOURS!

Cost-per-thousand homes is 46.4% less than the second Shreveport station. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

September 24, 1956 Vol. 51, No. 13

ASCAP-BMI FEUD FLARES UP IN CELLER MONOPOLY PROBE

ASCAP witnesses say networks-BMI dominate nation's music

ABC's Kintner first to put chains' side before investigators

Chairman Celler says he hopes networks 'will see the light'

Going on stand this week: Stanton of CBS, Sarnoff of NBC

THE RAMPAGING Celler antitrust subcommittee of the House, which opened its monopoly hunt against the networks in New York Sept. 13, early last week took an excursionary flyer into the music licensing field. By midweek it was back on the main line.

Subcommittee members listened sympathetically to ASCAP witnesses who charged the networks were dominating the music of the U. S. through control of BMI. The same members came up with blistering cross-questioning when BMI's president, Carl Haverlin, sought to defend his organization and its record.

The subcommittee also heard its first network witness, Robert E. Kintner, president of ABC, who spent all of Thursday on the stand. He was questioned closely about many network practices, and the subcommittee requested and was promised copies of ABC's private contracts with affiliates as well as information about talent contracts.

The general temper of the hearing was best described in a comment of its chairman, Emanuel Celler (D-N. Y.). He said he hoped the network "would see the light and will—well, I am almost tempted to say come to their senses" before "there is any kind of a vexatious, very costly antitrust suit filed, and it is bound to come to filing if the situation does not change."

Rep. Celler's remarks took on special meaning in the light of testimony the previous Friday by Assistant Attorney General Victor Hansen, who gave a detailed description of Dept. of Justice investigations of networks (for text of his testimony see page 34).

The witnesses last week:

Monday—Stanley Adams, board member and former president (1953-56) of American Society of Composers, Authors and Publishers; Jack Lawrence, ASCAP member; Carl Haverlin, president, Broadcast Music Inc.

Tuesday—Mr. Haverlin; Billy Rose, songwriter-producer-columnist; Walter C. Bridges, president, WEAU-TV Eau Claire, Wis.; Vance L. Eckersley, WGBI-TV Scranton, Pa.; Herman Finkelstein, general attorney, ASCAP.

Wednesday—Allen B. DuMont, board chairman, Allen B. DuMont Labs and DuMont Broadcasting Corp., licensee of WABD (TV) New York and WTTG (TV) Washington; Abraham and Dick Redmond, WHP-TV Harrisburg, Pa.; Louis J. Appel Jr., WSBA-TV York, Pa.; Mr. Finkelstein; John G. Johnson, general manager, WTOB-TV Winston-Salem, N. C., and chairman, Uhf Industry Coordinating Committee and Committee for Competitive Television.

Thursday—Robert E. Kintner, president, ABC.

Mr. Kintner was the first of three network presidents who have been summoned to testify before the Celler subcommittee. In recess last Friday, the hearings are to resume today (Monday), with Frank Stanton, CBS president, on the stand today and tomorrow. He is to be followed by Robert Sarnoff, president of NBC, Wednesday and Thursday.

Subcommittee spokesmen said "other witnesses" would also be heard. It was learned that Earl Gammons, retired CBS vice president and now a Washington consultant, and Ralph Hardy, CBS vice president in Washington, had been subpoenaed.

Here's how testimony developed last week:

Stanley Adams

ASCAP President, 1953-56

Mr. Adams said ABC, CBS, MBS and NBC, together with other broadcasters, operate and maintain BMI and thus have "seriously impaired" the "freedom of music in America." The purpose of BMI, he said, is for "depressing the price of music for broadcast." He said CBS and NBC underwrote BMI's original financing in 1940.

The ASCAP board member and former president (1953-56) quoted an article in BROADCASTING • TELECASTING, Nov. 29, 1948, by Murray Arnold, then program director of WIP Philadelphia, in which Mr. Arnold urged broadcasters to increase gradually their use of BMI songs, with a corresponding decrease in ASCAP songs. He cited BMI literature proposing increases by broadcasters in BMI song "quotas."

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He said ASCAP estimates songwriters lost more than $75 million "due to this combination of the broadcasters." Songwriters, he commented, may get money quicker by being affiliated with BMI, but lose in the long run by non-affiliation with ASCAP.

"The networks," he charged, "have become the arbiters of the audible and the viceroys of the visual."

John Schulman, attorney accompanying Mr. Adams as representative for Songwriters of America, said he "understood" information critical of BMI had been furnished, but did not know by whom or whether to the FCC or the Justice Dept.

Jack Lawrence

ASCAP Songwriter

Mr. Lawrence, also accompanied by Mr. Schulman, said more than 1,300 music publishers of BMI are "financed by the networks' money."

He said Mitch Miller, head of CBS subsidiary Columbia Records' artists and repertoire section, had two ASCAP songwriters rewrite an unsuccessful BMI song, "Let Me Go, Lover," under pseudonyms, for featuring on CBS' *Studio One*. The result was that Columbia sold a million records of the song, but while the two rewriters got royalties from the records they got none of the broadcast performance fees, he said. Mr. Lawrence said songs he wrote were turned down for recording by Columbia and RCA Victor Records, although they already had been published as Hollywood scores or in Broadway musicals.

In 1952, he said, BMI attempted to lure away a group of prominent composers from ASCAP.

The networks, Mr. Lawrence said, have gone into "complete financing" of Broadway shows, with NBC and CBS backing "Call Me Madam" and "My Fair Lady" for over $300,000 each, respectively, and receiving rights to record the original Broadway casts, while CBS secured rights to make the first tv presentation of "My Fair Lady." Mr. Lawrence added that CBS and NBC, through recording and tv contracts, control "some of the great performers of our time."

Mr. Lawrence said that when ASCAP's contract with the networks expires next year, "we fear a repetition of the 1941 blackout" when radio performance was denied to all ASCAP music, after a contract dispute.

Under questioning, he said it is "entirely possible," although "rather theoretical," that the networks might increase BMI's list of network-financed music publishers, who also belong to ASCAP, and thus eventually control ASCAP's board.

One difference in a 1957 blackout and the 1940-41 blackout is that BMI has built up a "tremendous backlog" of music and "they no longer have to resort" to public domain music such as Stephen Foster's "My Old Kentucky Home," he continued.

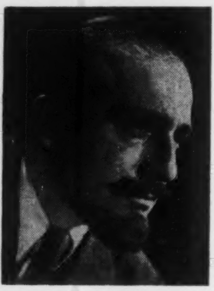
If such a blackout occurred, he said, he believes broadcasters could keep ASCAP off the air indefinitely. Asked whether he thought ASCAP writers might go over to BMI, he said "anything could happen; when people become desperate they do various things," but as for himself, "I would rather starve than to go into BMI."

During a Monday noon news conference by

'BEARD,' BMI BOTCHED HIS CAREER—SINATRA

FRANK SINATRA got into the House Antitrust Subcommittee hearings last week with a telegraphed charge that Mitch Miller, artists and repertoire man for CBS-owned Columbia Records, put a crimp in his career by insisting that he record BMI songs.

Since he's moved to a recording company "free of broadcasting affiliations" and started recording ASCAP songs again, Mr. Sinatra contended in a telegram, his career has become "healthy" again.



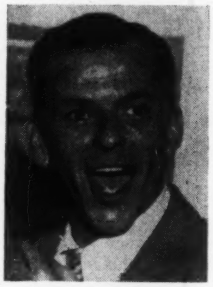
MR. MILLER

Mr. Miller promptly denied the charge of BMI favoritism. While an "official" statement was being prepared and expected to be released today, Mr. Miller was quoted as saying that although Mr. Sinatra was a "great artist," his statement was inaccurate, and that the singer should look at the "personal and emotional aspects of his life" rather than "blame music" for the lapse in his career.

"That's a helluva way to run a hearing, to accept telegrams as evidence," Mr. Miller was quoted. "If they want to examine the record they will find that under my aegis at Columbia, Frank Sinatra recorded 95% or more ASCAP songs and 5% or less BMI."

Mr. Sinatra's telegram, read into the hearing record by Chairman Emanuel Celler (D-N. Y.), said that while he was under contract to Columbia Records, but before Mr. Miller's arrival, "I found myself enjoying a freedom of selection of material, a freedom which I may modestly say resulted in a modicum of success for me." He continued:

"Suddenly Mr. Miller by design or coincidence began to present many, many inferior songs all curiously bearing the BMI label. I on my own behalf, to protect my career then and for the future, engaged Mr. Miller in a series of discussions concerning the merits of the said material against my own choice which by coincidence in each case was from the catalogue of ASCAP.



MR. SINATRA

". . . The point is before Mr. Miller's advent on the scene I had a successful recording career which quickly went into a decline. Rather than continue a frustrating battle I chose to take my talents elsewhere.

"It is now a matter of record that since I have associated myself with Capitol Records, a company free of broadcasting affiliations, my career is again financially, creatively and artistically healthy.

"It is my earnest hope that your investigations will result in the curbing of practices which create restraint and take from the artist those creative freedoms which are so necessary to his talent . . . My career as a successful recording artist was based on material from the catalogue of ASCAP and is based on the catalogue of ASCAP and will always be based on the catalogue of ASCAP."

the Songwriters of America, a statement signed by SOA "press representative" Alex J. Adler was presented to the House committee. It said SOA "welcomes" the Celler investigation into pratcices "which have put an end to open competition in the music fields."

Another SOA statement, signed by Oscar Hammerstein II, said there is "strong and alarming evidence" that broadcasters are ignoring their "grave responsibilities" in determining "whose music shall be heard and how often" and are giving "unfair preference to the broadcast-owned songs" at the expense of non-BMI composers and authors.

Carl Haverlin
BMI President

BMI's Mr. Haverlin said a study by Sidney Wagner, an "independent contractor," in 1954 showed that 71.1% of the songs on radio networks were ASCAP and 17.6% BMI, with all others 11.3%. For tv networks ASCAP had 78.6%, BMI 10.4% and others 11%, he said. He said he believes any study will find a 3-1, 4-1 or 5-1 ratio in favor of ASCAP music on radio-tv networks.

The charges brought by ASCAP and SPA in the Celler hearings are the same as those in SPA's private law suit for $150 million against BMI, brought by 33 songwriters, he said.

The same charges have been made repeatedly in the last 15 years and were made by ASCAP to the Justice Dept. in 1952, he said, with Justice taking no action.

Mr. Haverlin said ASCAP collects $22 million revenue yearly, with more than $18 million collected from broadcasting in 1955, while BMI revenue was only about a third of this.

He said ASCAP seeks "to do away with our performance."

Under questioning, Mr. Haverlin said networks own somewhat more than 18% of BMI stock, while 600 stations own the rest. He promised to furnish information on the network affiliations of these 600 stations. He said even if broadcasters "wanted to favor BMI songs they could not. Music on the air is selected by such artists as Milton Berle, Count Basie, Eddie Cantor," and others, all ASCAP members, he said.

Committee members expressed skepticism that network officials who are on the board of BMI would be impartial in the use of BMI songs in competition with ASCAP songs.

Mr. Haverlin said networks and broadcasters do not control "every hour" of music on their facilities: that performers, sponsors ("many times the client's wife") and others sometimes "thwart" the program director's plans.

BMI is affiliated with 2,000 active and non-active music publishers, Mr. Haverlin said, about "half . . . of the size . . . of our giant and predominant competitor." Although BMI stock is owned by broadcasting companies, Mr. Haverlin said, "I do not consider BMI to be an instrument of the broadcasting industry."

Mr. Haverlin denied personal responsibility for BMI literature introduced by the subcommittee as suggesting broadcasters give preference to BMI songs over ASCAP output and other documents indicating that BMI identifies itself as a servant to the broadcast industry.

Posing the question of whether "it is proper to have a member of the Commission attend one of these clinics held by a private business organization," subcommittee members asked about attendance of FCC members at BMI clinics which are held in conjunction with state and regional NARTB meetings.

Mr. Haverlin said FCC members had attended meetings prior to 1956, but he did not remember if any had attended 1956 clinics. The committee introduced letters indicating FCC members had been invited to 1956 clinics by BMI officials and a subsequent letter from FCC Chairman George C. McConnaughey, dated Feb. 1, 1956, saying that all plans for attendance at BMI clinics by FCC members had been cancelled because of the pressure of FCC work.

Resuming testimony Tuesday, Mr. Haverlin denied that the networks have control over BMI, though, as Chairman Celler expressed it, networks or their affiliates occupy all but two places on the 14-member BMI board. Mr. Haverlin said he had "rarely, if ever, seen a station in fear and trembling of a network."

Rep. Celler said the subcommittee's findings indicate otherwise: that "these radio stations are controlled in a measurable degree by the local television stations," so that the radio-tv networks dominate both.

Rep. James M. Quigley (D-Pa.) said that if the WBC-NBC Philadelphia-Cleveland "fiasco" does not illustrate "fear and trepidation on the part of the stations, I do not know what does."

At one point, Chairman Celler said to the witness: ". . . Common courtesy would preclude my expressing my opinion as to your activities, I assure you, but I can say this, and all I have to say is your memory has proven very faulty throughout these hearings. Maybe your memory is rather faulty."

Mr. Haverlin said a *Billboard* magazine poll indicating BMI songs on an "honor roll of hits" had increased from a ratio of 63-460 in 1947 to a ratio of 291-233 in 1952 "in no way proves that we have been successful in getting broadcasters to play our tunes," because the poll was based not only on disc jockey performances but also juke box and record sales. On the contrary, he said, a four-month "Peetman Survey," conducted by an independent source, showed that BMI had only 20% of the songs on ABC, CBS, NBC, Mutual and three other stations.

This brought the sharp rejoinder from Rep. Quigley that "you are deceiving yourself and you are trying to deceive the committee when you refer only to network broadcasts and talk about 20%." If tunes are hits on the juke boxes, in record stores and music shops, then "you are not going to sit there and tell me that . . . you are not having them played over the radio stations. You are."

At one point Rep. Kenneth B. Keating (R-N. Y.) observed: "I never encountered anything exactly like it. Each side claims that the other side does more business."

Asked whether he thought that broadcasters, using BMI's repertory, could exclude ASCAP from the broadcast market entirely, Mr. Haverlin said he did not think so; that it would be "economic suicide" for one of the 600 broadcaster-stockholders of BMI to ban ASCAP music while 3,400 others used it. There was no "desire or will" to cut off ASCAP music during broadcaster contract negotiations with ASCAP a few years ago, he said. Now also, he said, the contract carries an arbitration clause wherein broadcasters may continue to play ASCAP music while applying to the court to fix a rate.

Rep. Celler said he was not persuaded by Mr. Haverlin's answer, especially because of "these callous words which appear on page 15 of the brochure . . . distributed by BMI to its members: 'The public selects its favorites from the music which it hears and does not miss what it does not hear.' "

Max Freund, Mr. Haverlin's counsel, said earlier testimony had indicated this statement does not represent the philosophy of BMI.

Mr. Haverlin told the subcommittee he did not think the virtual blackout of ASCAP music in 1941 resulted from an agreement among broadcasters, but because each station "independently arrived at a point that they could not accept a higher tax."

Billy Rose
ASCAP Songwriter

Mr. Rose, who followed Mr. Haverlin, said radio-tv networks and independent stations, through their "joint control of more than a thousand BMI publishing firms and two of the top record companies," are responsible for the "low level of our popular songs these days." He charged that BMI is responsible for "rock and roll and other musical monstrosities which are muddying up the airwaves."

Not only are most of the BMI songs "junk," Mr. Rose said, but in "many cases they are obscene junk pretty much on a level with dirty comic magazines." He continued:

"It is the current climate on radio and tv which makes Elvis Presley and his animal posturings possible."

Describing his visit to five communist countries during the summer, Mr. Rose said almost everywhere he heard American music by such composers as Gershwin, Berlin, Kern, Rodgers

Continued on page 56

FIFTEEN AGENCIES BUY BULK OF TV TIME

FIFTEEN advertising agencies buy almost three-fifths of all network television time and their total tv billings represent nearly half of all the monies spent in television (see adjacent tables).

This was the meat of a special study made by the staff of the House Antitrust Subcommittee and introduced last Thursday into the record of the subcommittee's hearings on alleged monopoly in the television industry.

". . . The critical importance with which desirable television time is regarded by leading business concerns for the successful promotion of their products is one of the remarkable phenomena of recent times," the analysis said. "With the continuing shortage of adequate television outlets in the important markets of the country, it is reported that 'advertisers are still standing in line to get into tv.' It was against this background that a staff study was undertaken to determine the position of the leading advertising agencies in network television broadcasting."

For its study, the staff took the top 15 agencies in tv billings from B•T's 1955 list of leading radio-tv agencies [B•T, Dec. 12, 1955] and gave them a questionnaire on which to report —for each day in four sample weeks of 1955-56—the name of each client for whom they bought network tv time, the time period involved, the name of the network and the scope of network coverage. The sample weeks were July 11-17 and Oct. 3-9, 1955, and Jan. 9-15 and Feb. 13-19, 1956. In addition, the agencies were asked for the total amount of Class A, Class B, and Class C time they purchased on each network, and the gross billings involved, during January 1956. Crosschecks were made with the three tv networks.

In terms of Class A time, the study found that 10 of the top 15 agencies accounted for about half of all sponsored network Class A periods, and that four of these agencies handled about 30% (see table in box for complete listing, by agencies and by class of time).

As between networks, the top 15 had 73.3% of all Class A time available on CBS-TV; 59.3% on NBC-TV, and 35.2% on ABC-TV. In Class B time, only two of the top 15 agencies were involved at CBS-TV: Dancer-Fitzgerald-Sample accounted for 20.7% and William Esty Co. for 11%; at NBC-TV five of the top 15 were involved, representing 51.9% of available Class B time; at ABC-TV D-F-S accounted for all of the Class B time.

In Class C periods, the top 15 handled 78.3% of the available hours at CBS-TV; 37.7% at NBC-TV, and 29.2% at ABC-TV (only five of the top 15 bought Class C time on ABC-TV).

The analysis, which was presented by committee assistant counsel, Leonard Appel, also showed that the total tv billings of the top 15 advertisers came to $488.8 million in 1955, while their network billings for January of this year amounted to more than $21 million or 54.58% "of the television network billings of all advertising agencies in the nation for that month."

When Mr. Appel, in presenting the study, pointed out that there were some 3,300 "other" agencies, and employed the term "others" in his tables, Rep. Kenneth Keating (R-N. Y.) observed that the figure would be more significant if it were known how many of these agencies actually competed for time on the networks.

The study concluded: ". . . It may be useful to bear in mind the role that the advertising agency has assumed in the modern business structure. Advertising agencies are no longer merely creators of copy. Their television departments may include experienced producers and directors of shows. Extensive research and public relations are often included in their services. Beyond that, the agency may assist a client in selecting key personnel such as advertising marketing manager, designing the product, planning sales strategy, and in other cases that are far removed from the conventional scope of the advertising agency as it functioned a few decades ago."

The tabulation (at right) is based upon a study of sponsored television programs on CBS, NBC and ABC for the weeks of July 11-17, 1955; Oct. 3-9, 1955; Jan. 9-15, 1956; and Feb. 13-19, 1956. The four sample weeks consisted of 584.6 hours of sponsored television time including 283.3 hours of Class A time; 34.0 hours of Class B time; and 267.3 hours of Class C time. The columns indicating the percentage of time procured by each agency fail to total 100% because the figures have been rounded off for the individual agencies.

BIGGEST IN BILLING

This chart shows the concentration of tv time on all networks placed by advertising agencies in the categories indicated.

CLASS A TIME

1.	J. W. Thompson	9.88%
2.	Young & Rubicam	8.56
3.	Batten, Barton, Durstine & Osborn	5.82
4.	McCann-Erickson	5.46
5.	Benton & Bowles	3.88
6.	Kenyon & Eckhardt	3.77
7.	William Esty	3.62
8.	Sullivan, Stauffer, Colwell & Bayles	2.94
9.	Lennen & Newell	2.77
10.	Biow	2.75
11.	Ted Bates	2.34
12.	Dancer-Fitzgerald-Sample	2.17
13.	Leo Burnett	2.08
14.	Compton	1.66
15.	Foote, Cone and Belding	0.94
	TOTAL	58.64
16.	All others	41.35
	TOTAL	99.99

CLASS B TIME

1.	Dancer-Fitzgerald-Sample	13.61%
2.	Ted Bates	8.82
3.	McCann-Erickson	8.58
4.	Kenyon-Eckhardt	7.93
5.	Young & Rubicam	6.96
6.	William Esty	2.94
7.	Sullivan, Stauffer, Colwell & Bayles	1.47
	TOTAL	50.31
8.	All others	49.69
	TOTAL	100.00

CLASS C TIME

1.	Benton & Bowles	12.87%
2.	William Esty	8.70
3.	Leo Burnett	7.70
4.	Biow	7.57
5.	Young and Rubicam	4.68
6.	Dancer-Fitzgerald-Sample	3.20
7.	J. W. Thompson	2.98
8.	Batten, Barton, Durstine & Osborn	2.66
9.	Compton	2.34
10.	McCann-Erickson	1.63
11.	Foote, Cone & Belding	1.12
12.	Lennen & Newell	0.97
13.	Ted Bates	0.89
14.	Sullivan, Stauffer, Colwell & Bayles	0.44
15.	Kenyon & Eckhardt	0.40
	TOTAL	58.15
16.	All others	41.86
	TOTAL	100.01

CLASS A, B AND C TIME

1.	Benton & Bowles	7.77%
2.	Young & Rubicam	6.69
3.	J. W. Thompson	6.15
4.	William Esty	5.90
5.	Biow	4.79
6.	Leo Burnett	4.53
7.	Batten, Barton, Durstine & Osborn	4.04
8.	McCann-Erickson	3.89
9.	Dancer-Fitzgerald-Sample	3.31
10.	Kenyon & Eckhardt	2.47
11.	Ted Bates	2.06
12.	Compton	1.87
13.	Lennen & Newell	1.79
14.	Sullivan, Stauffer, Colwell & Bayles	1.71
15.	Foote, Cone & Belding	0.97
	TOTAL	57.94
16.	All others	42.07
	TOTAL	100.01

WHY JUSTICE DEPT. IS PROBING NETWORKS

AT THE BEHEST of the Celler subcommittee, antitrust chief Victor Hansen on Sept. 14 testified about his division's activities in investigating complaints that the tv networks engage in monopolistic practices [AT DEADLINE, *Sept. 17*]. *B•T considers that testimony, and the questions which prompted it, particularly significant and revealing. It follows below, reprinted virtually intact from the hearing record.*

Mr. Hansen: . . . broadly, the Commission is obliged by statute to "generally encourage the larger and more effective use of radio in the public interest." Applying this "public interest" standard, as the Supreme Court put it in FCC v. RCA, "There can be no doubt competition is a relevant factor in weighing public interest." With this in mind, FCC Chairman McConnaughey testified before this subcommittee that the Commission "has the obligation to maintain a system of broadcast compatible with the antitrust laws."

Underscoring the importance of competition, Congress did not see fit, for example, to grant the FCC power to give a broadcasting licensee any antitrust immunity. To the contrary, Congress directed the Commission to refuse a license to anyone whose license has been revoked by any court judgment in an antitrust proceeding. And, even more important, the Communications Act itself specifies:

"All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to . . . interstate and foreign radio communications."

Chairman Celler: I might say at this time that that provision is indeed more honored in the breach than in the observance.

Mr. Hansen: In light of this provision, the FCC chairman has agreed that even FCC approval of a specific exchange of stations does not render "antitrust prosecution by the Dept. of Justice impossible."

As you know, however, entry into the broadcasting business requires a license from the Commission. In addition to controlling entry, the Commission has authority to and does regulate many broadcasting activities. Consequently, if a licensee has shaped his action to conform with rules of the Commission, the Second Circuit at least, in a private antitrust suit, has deemed "it improper to grant a preliminary injunction . . . where the FCC, after protracted hearings . . . has specifically sanctioned many of the important terms of the contracts" there challenged. From this it follows that this department, shaping its antitrust proceedings, may do well to consider the scope and content of Commission control over conduct against which we proceed.

Against this background, I turn, second, to details of our pending investigations. Initially, I treat our grand jury inquiry into NBC's acquisition of Westinghouse's Philadelphia television and radio stations. More broadly relevant are pending investigations of network tie-ins and talent control. Next, I analyze questions posed by the networks' "must-buy" and "option-time" policies. Finally, underpinning all these inquiries is the basic issue whether, in today's market context, the networks' dual role—program production and distribution coupled with station control—so threatens television competition as to warrant divesture.

First, NBC-Westinghouse. At a conference Aug. 12, 1955, three Commission staff members advised the antitrust division that NBC and WBC had sought Commission approval of NBC's swap of its Cleveland broadcasting facilities for the WBC-Philadelphia television and radio stations. We were also advised that WBC's application indicated Westinghouse had agreed to this transfer on pain of loss of its NBC network affiliation. And, we were told, an FCC staff investigation would be launched.

Shortly after this August meeting, the division and the FCC each designated a staff member to serve as liasion for all matters relating to both agencies' responsibilities. As part of this plan, the latter part of September, the division's liaison man examined on an informal basis the FCC staff report of inquiry. Similarly, documents obtained during the FCC inquiry were scanned late in October. We requested copies of certain of these documents at the time of their examination. They were delivered to the division by the FCC Nov. 28, 1955.

Less than one month later, on Dec. 21, 1955, I understand the Commission voted to approve the exchange.

Chairman Celler: I understand also the Commission voted to approve that exchange without a hearing.

Mr. Hansen: I understand that is true. This approval was neither communicated to us nor announced publicly, however, until December 28, 1955.

Mr. Maletz: Judge Hansen, I note you state that the antitrust division requested copies of FCC documents late in October, 1955, yet they were not delivered by the FCC until Nov. 28, 1955. Would you say on the basis of what you now know that this delay of approximately a month in delivering copies of the documents requested, was unusual?

Mr. Hansen: I have not had sufficient experience to say that it is unusual. I can say that the delay obviously did not help us, but it did not prevent us from carrying along our other investigations.

Chairman Celler: May I ask Mr. Kramer and Mr. Bicks, would either of you say that is unusual?

Mr. Bicks: Mr. Kramer has been working regularly with the FCC. Would you say that was unusual?

Mr. Kramer: No. I would not, sir.

Mr. Maletz: Judge Hansen, on the basis of your review of this matter, did this delay by the FCC hamper the antitrust division in arriving at a decision which it subsequently did arrive at to conduct a preliminary investigation of the proposed transaction?

Mr. Hansen: We had started it and I do not think it materially did. You will note, following in my statement here, we did take some action before it was made public.

Mr. Maletz: Now in your judgment, should the Commission have notified the antitrust division on Dec. 21, 1955, that it had voted to approve this swap deal?

Mr. Hansen: I would say we would have expected it.

Mr. Maletz: But you were actually not notified?

Mr. Hansen: I was not there. I do not know. There might have been some telephone communication or unofficial notification, but my records have not disclosed that we were notified.

Mr. Maletz: In view of the liaison between the Dept. of Justice and the FCC, do you believe that the Commission should have undertaken to obtain the views of the Dept. of Justice concerning the antitrust implications of this proposed deal before voting to approve the swap?

Mr. Hansen: Well, I do not know whether or not there was any exchange of ideas. It quite frequently has happened that a telephone call exists between both divisions, but I would say that there ought to be, certainly in this kind of a case, close liaison, the furnishing of information from both sides where action is taken by either.

Mr. Maletz: Well, obviously there was not that kind of liaison, is that right?

Mr. Hansen: Well, I must admit that from looking at the record alone I think probably it did not work as effectively as it should have.

Mr. Rodino: Judge Hansen, on Dec. 27, on receipt of the data which was delivered to Chairman McConnaughey and the FCC, was there any attempt by the Commission to contact the Justice Dept. to learn what its views might be on that?

Mr. Hansen: My understanding is it was not delivered to any individual commissioner personally, but was delivered there to the person in charge. I would rather believe probably that they did not receive the information until after their approval.

Mr. Rodino: Was there any attempt made thereafter to contact the Dept. of Justice in the event there might have been some probable—

Mr. Hansen: My understanding is there was not . . .

Following up from the effective date of Dec. 28, 1955, and in the interim, on the morning of Dec. 27, 1955, a letter from my predecessor in office, Judge Barnes, to Chairman McConnaughey was delivered to the Commission. That letter advised the Commission that this division had begun a preliminary investigation into whether this exchange transgressed the antitrust laws. Moreover, our letter promised an early decision.

By June of this year, that investigation had progressed to a Federal grand jury in Philadelphia. Among witnesses subpoenaed were: Joseph E. Baudino, vice president, Westinghouse Broadcasting Co.; Chris J. Witting, vice president, Consumer Products Division, Westinghouse Electric Corp.; John W. Steen, counsel, WBC; E. V. Huggins, vice president, WEC, and chairman of the board, WBC; Joseph E. Heffernan, financial vice president, NBC; Charles R. Denny, vice president in charge of Owned Stations Division, NBC; Robert W. Sarnoff, president, NBC; David Sarnoff, chairman of the board, RCA.

In addition, NBC and its parent RCA, WBC and its parent WEC, the Columbia Broadcasting System and others, have pursuant to grand jury subpoenas produced documents from their files. More of these may still be forthcoming.

Mr. Maletz: You state that CBS has pursuant to a grand jury subpoena produced documents from its files. Is this the same grand jury investigating the NBC-Westinghouse exchange?

Mr. Hansen: Yes.

Mr. Maletz: Would you say then that the Philadelphia grand jury is not limiting itself to the NBC-WBC transaction?

Mr. Hansen: I do not think I can properly comment on that. . . .

Examination of this evidence is now well underway. Decision whether action is warranted will be forthcoming, I hope, before this year's end. Detailed comment upon any possible action I deem at this time unseemly. However, this much can be said now. First, the exchange itself has accelerated the liaison between the antitrust division and the FCC.

Mr. Maletz: In what way?

Mr. Hansen: By two things. I think the fact of the possible breakdown in it has made both agencies more conscious of it and as a result of that we have almost weekly contacts between the agencies reviewing matters under mutual consideration.

Mr. Maletz: Now, I would like to ask you about the liaison between the Dept. of Justice and the Network Study Group of the FCC. First, I would like to point out that Judge Barnes testified before a Senate committee Feb. 28, 1956, that up to that date the Network Study Group had not asked him, Judge Barnes, to comment on the Chain Broadcast Regulations, or his opinion of how they affected the Department's enforcement of the antitrust laws. Since that date has the Network Study Group consulted with the antitrust division on any possible future revisions of the Chain Broadcast Regulations?

Mr. Hansen: Mr. Kramer tells me there has been active communication between the two.

Mr. Maletz: Would you care to particularize on the working relationship between the Network Study Group of the FCC and the antitrust division?

Mr. Hansen: I am informed by Mr. Kramer that they have not asked for specific recom-

(Continued on page 112)

THESE ARE THE JUSTICE DEPT. TRUST BUSTERS

MR. HANSEN

VICTOR R. HANSEN was born in Minneapolis in 1904, received his LL.B. degree from the U. of Southern California in 1928 after attending the U. of California, and immediately began practice in Los Angeles. He was a partner in the Los Angeles law firm of Hansen & Sweeney. In 1951 Mr. Hansen was appointed a judge of the Superior Court, Los Angeles, and on July 13 of this year was named Asst. Attorney General in charge of the Dept. of Justice's antitrust division. He succeeded Stanley N. Barnes, who was elevated to the U. S. Circuit Court.

A brigadier general of the California National Guard since 1944, Mr. Hansen was Adjutant General for the State of California 1944-46. He is a member of the Reserve Officers Assn., Los Angeles and California Bar Assns., Phi Delta Theta, Phi Delta Phi, a 32nd degree Mason and Shriner.

MR. BICKS

ROBERT ALAN BICKS was born in New York City in 1927, attended Yale College and received his law degree from Yale Law School in 1952 after service in the Navy during World War II. After serving as law clerk to Judge Stanley Fuld, New York Court of Appeals, he was legislative assistant to Sen. Irving Ives (R-N. Y.). In 1953, soon after organization of the Attorney General's Committee to Study the Antitrust Laws, Mr. Bicks was selected as executive secretary. In 1955, Mr. Bicks was named legal assistant to the Asst. Attorney General in charge of the antitrust division of the Dept. of Justice. He is the son of Alexander Bicks, U. S. Judge for the Southern District of New York.

MR. KRAMER

VICTOR H. KRAMER was born in Cincinnati, Ohio, in 1913, and received his LL.B. from Yale Law School in 1938, after attending Harvard College and the Choate School. He joined the antitrust division of the Dept. of Justice in 1938 and in 1951 was named chief of the general litigation section of the antitrust division. He has participated in such notable antitrust cases as the *Lorain (Ohio) Journal* case, the *New Orleans Times-Picayune* case, the ANPA case, and the Morgan-Stanley investment banking case. He served in the Navy during World War II.

PITFALLS AND POSSIBILITIES IN SELLING THE TIMEBUYER

BROADCASTERS at the NARTB regional meeting in Minneapolis (story, page 90) were given a peek into the things that timebuyers in a large agency office think about. Philip Archer, chief timebuyer of Campbell-Mithun, major Minneapolis agency, told the Tuesday luncheon meeting what agencies like, what they want, and what they don't get from all stations. Here are excerpts from his address.

TOO MANY time salesmen feel that once the sale is made, their job is done. They feel their responsibility ceases once they see the color of the agency's ink on a contract. Of course, at this same point the agency's job has only started. It is from this point on that the agency must go to work to see to it that the program or campaign pays out for the client in terms of the sale of merchandise.

Many salesmen or station representatives make it a point to work closely with the agency during the life of a program, offering suggestions on format, talent handling, promotion and even commercials. And it is this type of station selling that shows the greatest returns in time sales over the long haul, in contrast to the one-shot selling job where the main objective is to make the sale, then hope the program somehow pays out. In dealing with several hundred stations every year on spot buys alone, this is one of our greatest problems.

Here are some typical approaches that we get from time peddlers. First, we have "Johnny I've Got to Get an Order Today." He opens his presentation like this:

"How about some business today? Haven't you got something you can throw my way? I sure could use a couple of orders. I don't believe you've given me the nod in over six months." This type of salesman doesn't even have the good judgment or courtesy to suggest some worthwhile or attractive availability.

Next we have "Eager-Beaver Bill" who's just about the busiest man in town and who uses all kinds of tricks of the trade to get his orders. He figures the best approach is to sell the *client* first. He opens his sales pitch something like this: "I talked to your client, Joe Blow, yesterday . . ."

In 90% of the cases this all turns out to be a false alarm. A telephone call to the client usually reveals he did not say that he was interested in the show . . . and many times the client will add, "I told him to call you to get him off my neck." What the eager-beaver forgets is that the client is an expert on the manufacture and sale of his merchandise, but that he hires an advertising agency to select his program, stations and other advertising media.

One more abuse in the selling of time, one that is the most common of all! It is prevalent in the selling of spot announcements, but to some extent it also appears in the sale of program time. Let's say the agency has an order to buy a spot schedule in market X. It is decided that station Y will best serve the requirements of the campaign. When the availabilities are brought in, we find they are mediocre as to adjacencies and ratings. In order to prevent the business from going to another station, the salesman will say, "Look, you take the best ones from this list of availabilities. We'll have some darn good ones opening up in the next few weeks, and I'll give you first crack at any hot ones so that you can improve your schedule. Buy your schedule now, and we'll take care of you when the good ones open up."

Either memories are short or intentions are forgotten easily. The cases are rare, indeed, when we can improve our schedule without prodding the station into it. In 95% of the cases, the promise is forgotten completely unless the agency reminds the station about it.

All of these abuses are understandable to some degree, but they certainly are curable, too. It is so refreshing to have an experience such as I had the other day when a station representative was asked to get us a program availability on one of his stations. A few hours later he came back with the availability . . . gave me the facts . . . and then added "and I think it stinks." He was right, too . . . and I have a lot more respect for this fellow now than I have for many salesmen.

What *does* an agency expect from the salesman? First of all, and most obvious, is honesty. Attempts to camouflage the facts, or to tell only half the story, are soon discovered, which only takes up our time. Then the agency believes nothing the station tells it. The second is a development of "creative selling." Few salesmen really understand the idea when they get in an agency's office. Instead of trying to sell just anything you think someone might buy, salesmen should have a well-conceived, well-thought-out plan that will fit a particular client's needs. And why not bring the facts—all of them—along on the first call. Too often the time salesman operates like a plumber. He has to run back to his office to get his selling tools.

What does the individual station have to do to convince the timebuyer that his facilities are best suited to the particular client problem at hand? First, it must be understood that the needs and problems of spot advertisers are extremely varied.

The days of pride of sponsorship are pretty well over. The agency wants to use your station most of the time only if it can be demonstrated you can deliver the greatest number of advertising messages per dollar spent to the right people.

In determining the most economical and productive expenditure of the advertising dollar, most agencies primarily study the following characteristics of a station:

- Physical coverage, and reliable data are needed in matching coverage with distribution.
- Composition of the audience and share of audience during the day, at time quoted as available; on these, factor cost-per-1,000 is figured.
- Indications of listenership (surveys).
- Program and production quality; skill and regularity in delivering good programming and production means sales for the advertiser's product.

The best time slot on the most powerful station is worth nothing if production and talent quality fall short. Does the announcer think about what he's saying or does he just read some words?

Has he seen, tasted, smelled or worn the product? The station can pay a big salary to the announcer who puts out the most beautiful pear-shaped tones you ever heard. But if it doesn't sell, what good is it? I'd rather have the worst gravel-voiced guy on the staff if he knows his product and can sell it.

Radio and television have sold billions of dollars worth of merchandise in their short history, will sell billions more in the future. My only plea is: Let's make them even better than they are. Let's get production people and talent to be selling conscious and product conscious.

There is often little that a station can do to influence the selection of markets on a given schedule. That must be determined by the advertiser and the agency. But frequently the amount of money to be spent in a market can be influenced by the station that demonstrates the size and quality of the territory it covers in a factual and provable way. Superlative claims mean little. The agency is interested only in the facts.

HIGH MAN

on a *total* pole!

In Baltimore, that's W-I-T-H . . . any way you read radio standings.

- W-I-T-H has twice as many advertisers as any competitor.
- W-I-T-H delivers more listeners per dollar than any competitor.
- W-I-T-H is first by far in out-of-home audience*—and reaches 74%** of all Baltimore homes every week. It's the *popular* station that folks tune in *first* and *automatically*.
- W-I-T-H "pinpointed power" is made-to-order to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage.
- W-I-T-H is a proven master of "merchandising your advertising."

We could go on—but we think you've already got your answer.

*Hooper Radio Audience Index **Cumulative Pulse Audience Survey

Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

TELEVISION'S POTENTIAL ENVISIONED BY CAMPBELL

Foote, Cone & Belding executive foresees shopping via closed circuit tv. National advertising budget should reach $12 billion by 1960, he says.

PUSH button shopping with women selecting their purchases on a closed circuit television screen at supermarkets was envisioned Friday by Roy Campbell, western division vice president of Foote, Cone & Belding, before the Los Angeles Rotary Club.

His talk on television's "wonder" contribution to tomorrow's world of automation will be repeated today (Monday) in Houston, Tex., before the 10th District of the Advertising Federation of America.

Speaking on "The Future of Television," the advertising agency executive predicted that other tv developments in the next 10 years may include:

- Small closed circuit television for every room in the house.
- Home video tape recording at present sound recorder costs.
- Circulating libraries lending "sight tapes" of plays, operas and special events for playback on home receivers.
- Low cost tv cameras for making home tv movies.
- Space satellite transmission of visual military, scientific and meteorological data.
- Tv screens covering entire living room walls and even bedroom ceilings to permit lying down reception.
- Television news coverage in color.
- Trans-world television as common as today's transcontinental tv programs.

Mr Campbell also predicted the teaching of liberal arts college courses, possibly the first two years by television because of the lack of college facilities.

Marketing By Television

"In the field of distribution," Mr. Campbell said, "technicians foresee the time when women shoppers will shop by tv screen. It may be possible for a housewife to sit in her car in the parking lot of a supermarket, watch the display of brands on the tv screen and push a button for those she selects, and the order will be automatically assembled and brought to the car."

The FC&B vice president predicted 1,000 tv stations by 1966 with 85 million receiving sets in over 50 million homes. He predicted that half of these sets will be in color. Annual set sales will total eight million sets, he said, partially for replacements.

Television after only ten years of growth has become the biggest single force in American life today, Mr. Campbell said. A force "that moves merchandising like nothing else I've seen," he added, with 35 million families spending more time at the video screen than they do earning a living.

"No other instrument devised by man including the automobile, the telephone, the motion picture and the radio has been welcomed by so many people in so short a time," Mr. Campbell continued.

He said, however, that despite the phenomenal growth of television as a medium, newspapers remain the leading medium of the nation's business and industry with an annual share of $3 billion of the $10 billion spent on advertising against $1 billion for television.

"In spite of the competition from television," Mr. Campbell said, "newspaper circulation has continued to go up and the increase in newspaper advertising—$700 million since 1947—has almost equalled television's entire budget growth."

Magazines also continued to grow, he noted. "In fact, the only advertising medium that has lost revenue during these last 10 years has been radio, and even it is showing an upturn in 1956 over 1955."

Mr. Campbell forecast a national advertising budget of $12 billion by 1960 and estimated television's share at $2 billion with proportionate increases in other media.

SOFT DRINKS IN BOSTON RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Royal Crown (Compton)	—	1	10	108
2.	Kool-Aid Beverage Mix (Foote, Cone & Belding)	3	2	6⅓	99
3.	Coca-Cola (McCann-Erickson)	2	1	6	82
4.	Canada Dry (J. M. Mathes)	—	1	5	70
5.	Coffee-Time Syrup & Sparkling Soda (Bresnick Co.)	—	1	4	54
6.	Cott Beverages (Dowd, Redfield & Johnstone) (John C. Dowd)	—	2	5	46
7.	Seven Up (J. Walter Thompson)	(P)	1	2	6

RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Canada Dry (J. M. Mathes)	—	2	69	187
2.	Coca-Cola (McCann-Erickson)	—	2	35	106
3.	Cliquot Club (Harold Cabot)	—	1	29	100
4.	Moxie Beverages (Ingalls-Miniter)	—	1	10	40
5.	Seven-Up (J. Walter Thompson)	—	1	12	22
6.	Kool-Aid Beverage Mix (Foote, Cone & Belding)	—	2	10	16
7.	Cott Beverages (Dowd, Redfield & Johnstone) (John C. Dowd)	—	1	2	3
8.	Aunt Wick's Beverage Mix (L. W. Ramsey)	(P)	1	1	1
9.	Pabst (Grey)	1	1	1	0.1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending July 21, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Merkel Starts N. Y. Drive

MERKEL Inc. (meats), through Blaine-Thompson Co., both New York, has launched an all-media campaign with emphasis on radio spot. Through Dec. 16, Merkel will use WQXR, WABC, WOR, WINS, WMGM and WMCA, all New York. It will also participate in WOR-TV New York's *Celebrity Club,* a program that it sponsored wholly last year on WABC-TV New York.

THE NEW PHILADELPHIA STORY

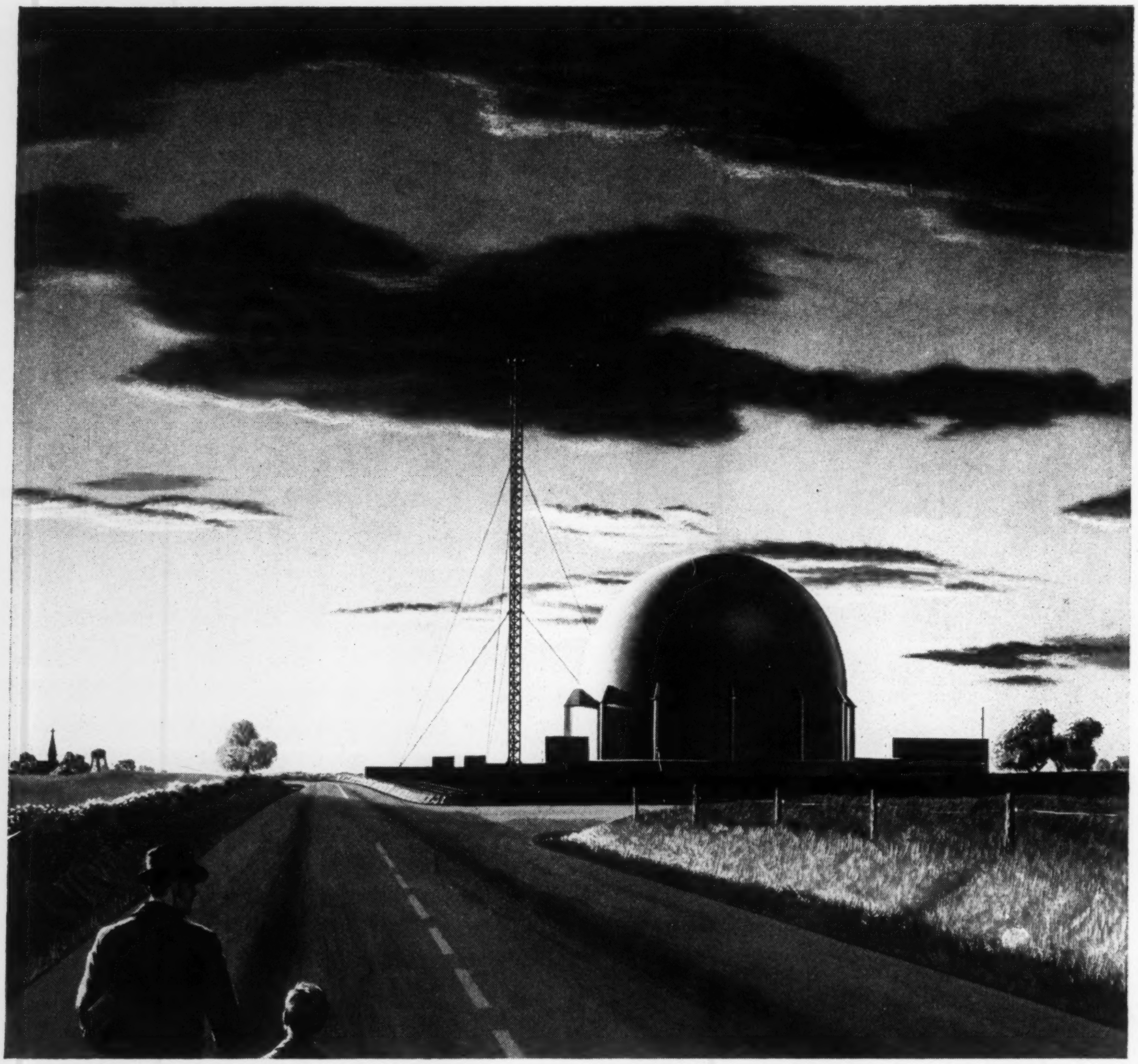
(A COLORFUL TALE)

A 🦚 is proud by nature. But one 🦚 may be prouder than another. Right now, the proudest 🦚 in Philadelphia is the one who's making his home at WRCV-TV. The WRCV-TV 🦚 is now the most colorful bird in town—the first native 🦚 ever televised from its own backyard in all its splendid, true-to-life glory!

Yes, Philadelphia is taking on a new kind of local color. As of September 24th, WRCV-TV telecasts in live COLOR, on a regular basis, over its own facilities. Color cameras—color film—color slide equipment—everything's on hand for local productions ranging from station-breaks to full-scale Spectaculars! Everything you need to show your product at its colorful best, in the nation's fourth largest market.

Let our friend, the 🦚 show you the colorful way to feather your 🪺 : WRCV-TV • 3

NBC LEADERSHIP STATION IN PHILADELPHIA SOLD BY NBC SPOT SALES



How the atom is putting new shapes on the horizon

In a few years, shapes like these on the horizon may well be trademarks of the atomic age—trademarks of the atom at peaceful work, producing electricity for the nation's homes, farms, factories and businesses.

Already, America's independent electric companies are participating in building three big commercial atomic-electric power plants. Four more such plants are under way. All told, more than 300 million dollars from the electric companies will be involved, and hundreds of electric company engineers and scientists are pressing research into all aspects of this vast new field.

There is much still to be learned about making the atom work efficiently and economically for you. And the experience, ingenuity and inventiveness of the independent electric companies are at work with other industries and with the Atomic Energy Commission to find answers.

America's electric light and power companies have brought electricity to almost every corner of the U. S. in the span of a single lifetime. You can be sure they'll help develop the atom's promise so this nation will continue to have the best and the most electric service in the world.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

Video Tops Leisure, New Report Concludes

THE AMERICAN public spent more time watching television than any other leisure time activity during the week ending Sept. 1, according to the first issue of *Activity*, new report of Sindlinger & Co. designed to measure all such activities on a common basis that will provide comparable ratings for major advertising media as well as a continuing record of other activities.

Total time spent that week in watching tv by all viewers of 12 years old or older in the nation was 1,311.3 million hours, according to Sindlinger. Radio listening, second most popular activity, consumed 1,011.3 million hours; auto travel took up 873.3 million hours, newspaper reading 367.1 million hours (although more people read newspapers than watched tv or listened to radio: 92.6 million newspaper readers to 71.2 million tv viewers and 67.5 million radio listeners); 265.5 million hours were spent in movie theatres and 259.9 million hours in watching free movies on tv.

Based on approximately 1,000 interviews a day or more than 7,000 a week in 238 U. S. counties which represents a probability sample of the country, Sindlinger's *Activity* reports will shortly be expanded to include reading magazines and books, attendance at sports events and time spent watching them on tv, shopping, visiting doctors and dentists, etc. The research firm emphasizes the flexibility of its interview techniques to cover almost any activity in which any client is interested.

Dabadie to Community Coffee

J. ROY DABADIE, manager of WBRZ (TV) Baton Rouge, La., has been named advertising and sales promotion manager of Community Coffee Co., Baton Rouge, according to an announcement by H. N. Saurage Jr., president of the coffee company. Mr. Dabadie began his broadcasting career in 1937, joining WJBO Baton Rouge as a salesman. When he left WJBO to join WBRZ, he was vice president and general manager of the radio outlet. He is a past president of the Louisiana Assn. of Broadcasters and a former member of the employer-employe relations committee of NARTB. Mr. Dabadie has resigned from his position with WBRZ.

'See It Now' Sponsor

SHULTON Inc. (toiletries), Clifton, N. J., through Wesley Assoc., New York, has signed as participating sponsor of the first CBS-TV *See It Now* program of the 1956-57 season. The Edward R. Murrow-Fred W. Friendly series begins Oct. 7 with a special one-hour (5-6 p.m. EDT) report on the current Suez Canal crisis. It will be the fifth report on Egypt since the program's inception and its third in little more than six months.

Berk, Friend-Reiss Merge

IRVING BERK Co., New York, has been consolidated with Friend-Reiss Adv., New York, effective immediately. Among the accounts of the Berk Co., which Friend-Reiss now handles, are Greenwood Foods Inc., Vanity Corset Co., and George Kern Inc. Irving Berk, founder of the advertising firm, has switched to F-R as account group head.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING AUGUST 11

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week			(Average for all Programs)				(520)
1.	Best of Groucho	De Soto	BBDO	NBC	194	Wed., 9-9:30	1,277
2.	Truth or Consequences	Realemon	Rutledge & Lillianfeld	NBC	191	Wed., 8-8:30	1,135
3.	Godfrey's Scouts	Lipton	Young & Rubicam	CBS	161	Mon., 8:30-9	1,135
4.	Hambletonian Stakes	Reynolds Metals	Buchanan	CBS	174	Wed., 8/8, 6:15-30	993
5.	News from NBC	Brown & Williamson	Ted Bates	NBC	191	Wed., 8:55-9	993
6.	Godfrey's Scouts	Toni	North Adv.	CBS	161	Mon., 8:30-9	993
7.	Gangbusters	participating sponsors and agencies		MBS	457	Wed., 8-8:30	993
8.	Treasury Agents	participating sponsors and agencies		MBS	455	Tues., 8-8:30	946
9.	True Detective Mysteries	participating sponsors and agencies		MBS	456	Thurs., 8-8:30	899
10.	All Star Football Game	Pabst American Oil Pan-American Oil Standard Oil of Ind.	Leo Burnett Joseph Katz Fitzgerald Adv. D'Arcy	ABC	320	Fri., Aug. 10, 9:30-concl.	899
Evening-Multi Weekly			(Average for all Programs)				(804)
1.	News of The World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,135
2.	Lowell Thomas	United Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,088
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri. 7-7:30	1,088
Weekday			(Average for all Programs)				(1,041)
1.	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	190	Mon.-Tues.-Thurs., Wk. 2, 12:45-1	1,797
2.	Second Mrs. Burton (2nd Half)	Standard Brands	Ted Bates	CBS	187	Mon.-Wed.-Thurs., Fri., Wk. 2, 2:15-30	1,750
3.	Aunt Jenny (1st Half)	Lever	Foote, Cone & Belding	CBS	177	Mon.-Wed.-Fri., 1:15-30	1,703
4.	Road of Life (2nd Half)	Ex-Lax	Warwick & Legler	CBS	177	Wed., Wk. 1, 1-1:15	1,703
5.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	188	Wed., Fri., 12:30-45	1,656
6.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	177	Mon., Fri., 1:15-30	1,608
7.	Helen Trent (1st Half)	Ex-Lax	Warwick & Legler	CBS	186	Fri., 12:30-45	1,608
8.	My True Story	segmented sponsors and agencies		ABC	340	Mon.-Fri., 10-10:30	1,608
9.	House Party	Swift	McCann-Erickson	CBS	195	Mon.-Fri., 3-3:30	1,514
10.	Nora Drake (1st Half)	Toni	North Adv.	CBS	195	Tues.-Thurs., 2:30-45	1,466
Day, Sunday			(Average for all Programs)				(378)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	804
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	190	Sun., 5-5:05	710
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	190	Sun., 10-10:05	615
Day, Saturday			(Average for all Programs)				(568)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,703
2.	Robert Q. Lewis	Milner	Gordon Best	CBS	198	Sat., 11:55-noon	1,277
3.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 12-12:05	1,277

TOP 10 TV PROGRAMS, WEEK OF SEPT. 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	32.7
2.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. LaRoche	CBS	111	Sun., 10-10:30	26.2
3.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11	24.2
4.	Do You Trust Your Wife	General Motors Frigidaire Div.	Kudner	CBS	140	Tues., 10:30-11	22.0
5.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	21.9
6.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	21.2
7.	Video Theatre	Lever Bros.	J. Walter Thompson	NBC	132	Thurs., 10-11	21.1
8.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	20.1
9.	20th Century Fox	General Electric	Young & Rubicam	CBS	129	Wed., 10-11	19.8
10.	Jackie Gleason (The Honeymooners)	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	19.7

PULSE

TOP 20 REGULARLY SCHEDULED ONCE A WEEK SHOWS

Rank	Program	Sponsor & Agency	Network	No. of Stations Aug.	No. of Stations July	Day & Time	Rating Aug.	Rating July
1.	$64,000 Question	Revlon (BBDO)	CBS	165	165	Tues., 10-10:30	32.8	35.4
2.	Ed Sullivan	Lincoln-Mercury (K&E)	CBS	180	180	Sun., 8-9	31.2	32.1
3.	$64,000 Challenge	P. Lorillard (Y&R) Revlon (LaRoche)	CBS	111	111	Sun., 10-10:30	27.3	30.1
4.	What's My Line	Montenier (Ludgin) Remington Rand (Y&R)	CBS	70 111	70 111	Sun., 10:30-11	25.2	25.7
5.	Medic	Procter & Gamble (D-F-S) General Electric (BBDO)	NBC	84	84	Mon., 9-9:30	24.2	26.1
6.	Alfred Hitchcock	Bristol Myers (Y&R)	CBS	110	110	Sun., 9:30-10	24.0	23.7
7.	Climax	Chrysler Corp. (McC-E)	CBS	162	162	Thurs., 8:30-9:30	23.3	24.0
8.	Jackie Gleason	Buick Div. of General Motors (Kudner)	CBS	187	187	Sat., 8-8:30	23.3	24.6
9.	GE Theatre	General Electric (BBDO)	CBS	153	153	Sun., 9-9:30	23.1	23.8
10.	Lux Video Theatre	Lever Bros. (Thompson)	NBC	132	132	Thurs., 10-11	22.8	24.8
11.	Dragnet	Liggett & Myers (C&W)	NBC	169	169	Thurs., 8:30-9	22.4	25.9
12.	Best of Groucho	De Soto (BBDO)	NBC	157	157	Thurs., 8-8:30	21.5	26.9
13.	Steve Allen	Avco (Compton) Jergens (Orr) Brown & Williamson (Bates)	NBC	128	128	Sun., 8-9	21.5	22.7
14.	R. Montgomery Summer Theatre	S. C. Johnson (NL&B) Schick (Warwick & Legler)	NBC	98	98	Mon., 9:30-10:30	21.4	23.9
15.	Ford Theatre	Ford (Thompson)	NBC	156	156	Thurs., 9:30-10	20.6	22.3
16.	I've Got A Secret	R. J. Reynolds (Esty)	CBS	170	170	Wed., 9:30-10	20.6	21.5
17.	Godfrey's Talent Scouts	Toni (North) Thomas J. Lipton (Y&R)	CBS	166	166	Mon., 8:30-9	20.4	22.1
18.	Disneyland	American Motors (G&B), (S, F&D) American Dairy (Campbell-Mithum) Gerby Foods (McC-E)	ABC	180	180	Wed., 7:30-8:30	20.3	24.5
19.	Burns & Allen	Carnation (Erwin Wasey) B. F. Goodrich (BBDO)	CBS	148 142	148 142	Mon., 8-8:30	20.1	22.5
20.	Kraft TV Theatre	Kraft (Thompson)	NBC	89	——	Wed., 9-10:00	19.5	——

Continues on next page

PULSE RATINGS *—continued from preceding page*

TOP 10 REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

Rank	Program	Sponsor & Agency	Network	No. of Stations Aug.	No. of Stations July	Day & Time	Rating Aug.	Rating July
1.	Mickey Mouse Club	segmented sponsors and various agencies	ABC	94	94	Mon.-Fri., 5-6	12.2	12.3
2.	Arthur Godfrey	participating sponsors and agencies	CBS	99	99	Mon.-Thurs., 10-11:30	9.3	9.5
3.	Queen For A Day	multi-sponsored and various agencies	NBC	132	132	Mon.-Fri., 4:30-5	8.9	8.9
4.	Guiding Light	Procter & Gamble (Compton)	CBS	113	113	Mon.-Fri., 12:45-1	8.8	9.2
5.	Search For Tomorrow	Procter & Gamble (Burnett)	CBS	125	125	Mon.-Fri., 4-4:15	8.3	8.9
6.	Love of Life	American Home Prods. (Bates)	CBS	153	153	Mon.-Fri., 12:15-30	8.1	8.6
7.	News Caravan	Plymouth (Ayer) R. J. Reynolds (Esty)	NBC	116	116	Mon.-Fri., 7:45-8	7.9	8.4
8.	Art Linkletter	participating sponsors and agencies	CBS	105	105	Mon.-Fri., 2:30-3	7.8	8.0
9.	Valiant Lady	participating sponsors and agencies	CBS	99	99	Mon.-Fri., 12-12:15	7.6	7.9
10.	Strike It Rich	Colgate-Palmolive (Esty)	CBS	130	——	Mon.-Fri., 11:30-noon	7.3	——

Emil Mogul to Drop Block Drug Accounts

BLOCK DRUG Co., Jersey City, which last month withdrew its $1 million-plus account from the Harry B. Cohen agency [Closed Circuit, Aug. 27] last week found itself on the opposite side of the advertiser-agency seesaw when Emil Mogul Co., New York, announced it would terminate its three-year association with Block.

Involved are Omega Oil, Laxium, Sentrol and Poslam, billing well over $200,000 annually, a substantial part of it in broadcast media. At the same time, the Mogul agency said it had been offered "two additional products" by Block which it refused to identify, but which, it was understood, comprise the Block products currently being handled by Dowd, Redfield & Johnstone, New York: Minipoo shampoo and Stera-Kleen. A Mogul spokesman said the resignation was sparked by "product conflicts and other considerations." He did not elucidate.

The termination becomes effective as soon as Block names another agency for the four products now handled by Mogul. Alfred L. Plant, advertising manager of Block, said a new agency would be picked "within the next few weeks."

Edmund F. Johnstone, executive vice president of Dowd, Redfield & Johnstone, which now services Minipoo and Stera-Kleen, said "we have not been notified that we have lost the account." Mr. Johnstone said that the agency has no contract with Block and that it could conceivably lose the account overnight if the client felt so disposed. Minipoo and Stera-Kleen bill approximately $200,000. Of this $150,000 is in broadcast media, "most of it in tv," Mr. Johnstone said.

Named as successor agency to Harry B. Cohen Adv. for Nytol, Green Mint and Py-Co-Pay was Sullivan, Stauffer, Colwell & Bayles [B•T, Sept. 17]. Block Drugs did not assign Amm-I-Dent to SSC&B, and Mr. Plant indicated that no choice had been made as of Thursday.

Block also retains Grey Adv. for several of its accounts in the U. S.

Monarch Wine Will Launch Strong Consumer Drive Oct. 1

MONARCH Wine Co. (Manischewitz wines), Brooklyn, N. Y., will launch what was described last week as a "record coast-to-coast" consumer advertising campaign Oct. 1, using both radio-tv spot and some local programs. Starting that date for 13 and eventually 26 weeks, Manischewitz will penetrate more than 100 top markets on more than 300 radio-tv stations. Emphasis will be on tv spot. The agency, Emil Mogul Co., New York, could not specify the budget involved for spot.

On Oct. 7, Monarch will begin sponsoring *Hy Gardner Calling* on WRCA-TV New York (Sun., 11:15-11:45 p.m. EDT) for 26 weeks. It also is backing the *Big Wilson* sports show on KYW-TV Cleveland, Mondays through Thursdays, 11:20-11:30 p.m. EDT.

For radio, Emil Mogul Co. has a new version of the "Man, Oh Manischewitz" jingle, and for television, the agency will set the jingle to sight, using Paul Ashley's puppets in "Three Men of Manischewitz." Although all of Monarch's Manischewitz wines are being pushed, the bulk of the copy centers on its medium dry Concord all-purpose wine, introduced last year.

L. A. Video Habits Charted by Survey

TWO tv and three radio sets in every family; preference for cartoon commercials; no desire to own a color tv set at the current price tag; little preference between filmed and live programs; shows picked in advance; the purchase of nine out of 12 items motivated by tv.

These are characteristics of the average Los Angeles home, Earl J. Hudson, vice president of western division of ABC, told the Hollywood Advertising Club last week. They were brought out in a recently-completed survey conducted for ABC and the network-owned KABC-TV Los Angeles by Dr. Jesse A. Bond, director of teacher training at UCLA. Mr. Hudson's address was the start of a week-long celebration in honor of the seventh anniversary of KABC-TV.

Of 1,500 questionnaires sent to employes of the Title Insurance & Trust Co. in Los Angeles, 1,381 were filled out and returned. Very surprising, Mr. Hudson reported, is the number of two-or-more set homes, with some reporting four sets. The respondents had 2,455 tv sets and 4,222 car and home radios.

The top five tv commercials, in order of preference, were Ford, Rheingold beer, Hamm's beer, Bank of America and Lucky Strike. The best-liked radio commercials (not necessarily in order of popularity) were Rheingold, Firestone, Lucky Strike, Ford, Pepsodent, Chevrolet, Lucky Lager beer and the gas company.

To the question "If good color tv sets were available for $500, would you purchase one?", more than two to one answered in the negative; yes, 421, no, 980. A minority of the respondents seemed to care "some" whether the program is live or on film, a large majority cared "little."

To the question, "Which of the following most influenced your decision to purchase the items listed below . . . newspaper, radio, magazine, tv and others?", television was the most influential medium in motivating the purchase of nine out of 12 items listed, and in two out of the other three, television was second. Generally speaking, radio followed close behind tv.

Other findings: Viewers watch tv almost as much in the summer as winter; 70% pre-select more than 50% of the programs they watch; program selection is controlled by the housewife in the morning and early afternoon, by children in late afternoon, and the evening about evenly divided between adult male and female with a slight edge to the male.

This is the second such ABC-KABC-TV survey and was much more complete than the first one taken a year ago, Mr. Hudson said.

Radio to Promote 'Times'

THE *New York Times* will use radio, but within its normal schedule, to promote its "team" coverage of the national election campaign. Copy will stress the team technique, in which groups of newsmen are assigned to different key states for comprehensive reports on political developments and trends at all levels, and is tentatively scheduled to begin about Sept. 27. It will be part of *Times* current schedule totaling approximately 75 spots weekly on four New York City stations and 11 suburban outlets. Agency is BBDO, New York.

SPOT NEW BUSINESS

Great Atlantic & Pacific Tea Co. Ltd., Toronto, through Paul Phelan Adv. Ltd., Toronto, has bought CBS-TV Film Sales *Under the Sun* package of half-hour tv films (edited versions of *Omnibus*) in seven major Canadian markets, for use starting Oct. 17.

Colonial Stores (supermarket food chain), Atlanta, to sponsor Ziv Television's *Dr. Christian* tv film series in 15 major southeastern markets, starting in late October. Agency: Liller, Neal & Battle, Atlanta.

SPOT RENEWALS

Langendorf United Bakeries, through Compton Adv., both San Francisco, has renewed NBC Television Films "Steve Donovan, Western Marshall" for a third run in 13 western markets in three states. The program is seen regionally in 150 U. S. markets.

NETWORK NEW BUSINESS

General Mills (Cheerios), Minneapolis, through Dancer-Fitzgerald-Sample, takes one-minute participations in nine-station portion of *Panorama Pacific* (8-9 a.m., PDT), on CBS Television Pacific Network for 26 weeks terminating March 1, 1957.

Sweets Co. of America (Tootsie Rolls), through Moselle & Eisen, both N. Y., will alternate, effective Oct. 6, with General Mills in sponsoring CBS-TV's *Tales of Texas Rangers* (Sat., 11:30-noon EDT).

Swift & Co. (meat packers), through McCann-Erickson, both Chicago, has signed for alternate sponsorship (with General Mills, through Dancer-Fitzgerald-Sample) of ABC-TV's *The Lone Ranger* (Thurs., 7:30-8 p.m. EDT), effective Oct. 25.

U. S. Rubber Co., through Fletcher D. Richards Inc., both N. Y., signed for alternate sponsorship (with American Tobacco Co.) of *Navy Log* series moving from CBS-TV to ABC-TV Oct. 17. *Navy Log* will be seen Wednesdays, 8:30-9 p.m. EDT.

Mentholatum Co. (cold preparations), Buffalo, N. Y., reported "dickering" for an NBC-TV show earlier this summer [B•T, Aug. 27], signed for participations in NBC-TV's *Tic Tac Dough*

WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BETTER RIDE FOR YOUR MONEY

YOU NEED THIS BOOKLET which gives all the facts and figures about WAGAland—the Atlanta market as you know it, plus an additional coverage that adds more than 300,000 people to the market. It is yours on request direct from us or our reps.

TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

—CBS-TV in Atlanta

A STORER STATION

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

quiz (Mon.-Fri., noon-12:30 p.m. EDT). Through its agency, J. Walter Thompson Co., N. Y., Mentholatum will sponsor the second quarter-hour of the program for 13 Fridays, starting Nov. 23.

General Foods (Good Seasons salad dressing mix), White Plains, N. Y., to sponsor portions of *Arthur Godfrey Time* (CBS Radio, 10-11:30 a.m., EDT, Mon.-Fri.) starting this fall. It will also sponsor part of three NBC-TV shows, *Queen for a Day*, *It Could Be You*, and *December Bride*, at least once a week.

J. B. Williams Co. (soap preparations and shaving products), Glastonbury, Conn., has bought five-minute segments of pre-game and post-game sports shows to be carried on Mutual in connection with its coverage of Notre Dame football games on Saturday afternoons, starting Sept. 22 and ending Nov. 24. Agency: J. Walter Thompson Co., N. Y.

Pabst Brewing Co. (Pabst beer), Chicago, set to sponsor ABC-TV *It's Polka Time* in key markets (where program enjoyed sales success during initial trial run). Series set by ABC-TV as co-op feature beginning Oct. 7, with new day and time (Sun., 8:30-9 p.m. EST) between *Original Amateur Hour* and *Omnibus*. Agency: Leo Burnett Co., Chicago.

AGENCY APPOINTMENTS

Carey Salt Co., Hutchinson, Kan., appoints Dancer-Fitzgerald-Sample, Chicago, to handle its advertising. Radio-tv has been used in past. Current appropriation calls for $25,000 in radio out of overall $330,000 for advertising.

C. A. Briggs Co. (H-B [Hospital Brand] cough drops), Brighton, Mass., names Fred Gardner Co., N. Y., to handle its advertising. Company will use approximately 100 radio spots per day on 12 stations in 10 markets in the eastern and New England area for 13 weeks starting Nov. 1. A small number of television spots is also planned.

Security Bankers Management Corp. (loan company system), appoints W. B. Doner & Co., Baltimore. Radio drive in selected southern and western cities is slated to start Oct. 1.

Thomas J. Lipton Inc., Hoboken, N. J., has named Doherty, Clifford, Steers & Shenfield, N. Y., for a new and unnamed grocery product, effective immediately. Media plans as yet undetermined.

White Adv. Agency, Tulsa, Okla., and Hollywood, Calif., to handle all public relations, promotion and advertising for "Christian Crusade," evangelistic ministry of Dr. Billy James Hargis, Tulsa.

Rothbart & Haas Adv., Chicago, appointed by Spartan and Sentinel subsidiaries of Magnavox Co. to handle all advertising.

Ralph A. Hart Adv., Phila., to handle all advertising and public relations for Venice Maid Co., (canned food products), Vineland, N. J.

Seelig & Co., St. Louis, appointed to handle advertising account of Lubri-Loy Co. (petroleum products), same city.

Calkins & Reichenbach, Hollywood, to handle advertising for Cal-Mex Corp. (Mexican-style food products), L. A.

Hutchins Adv. Corp., Rochester, N. Y., named by Graflex Inc., recently affiliated with General Precision Equipment Corp., to handle all consumer advertising and sales promotion for Ampro Tape Recorders.

Charles F. Hutchinson Inc., Boston, to handle national advertising for Food Specialties Inc. (Appian Way pizza pie mix), Worcester, Mass.

Tilds & Cantz, L. A., appointed agency for National Paints, same city.

D'Arcy Adv. Co., St. Louis, to handle advertising for Krey Packing Co., same city, effective Nov. 1. Firm uses both radio and tv.

A&A PEOPLE

MR. HURD

Robert G. Hurd, free lance writer-producer and formerly in northwest station and agency positions, to Cole & Weber Inc., Seattle as radio-tv director. He succeeds **David F. Titus,** resigned to join a Southern California film production firm.

Shelley Platt, producer, Norman, Craig & Kummel, N. Y., named radio-tv production manager. **Ben Colorassi,** formerly with Biow and Geyer agencies, N. Y., to NC&K as art director.

Frank W. Julsen joins Cunningham & Walsh, Chicago, as supervisor of food accounts.

Frank J. Gillespie transferred from Ford Motor Co.'s midwest public relations office, Chicago, to Special Products Div. of Ford Motor Co., Dearborn, Mich., as assistant to Gayle Warnock, public relations manager.

MR. BLACKETT

Hill Blackett Jr., account supervisor on Toni and member of plans board, Clinton E. Frank Inc., Chicago, elected vice president of agency.

William J. Brittain, formerly advertising and sales promotion manager, American Kitchens Div. of Avco Mfg. Co., to Krupnick & Assocs., St. Louis, creative staff.

Richard H. Conner and **Robert M. Brown,** both public relations account supervisors, Ketchum, MacLeod & Grove, Pittsburgh, elected vice presidents.

Walter P. Glenn, manager of art department, and **Jack M. Anthony,** executive art supervisor, Young & Rubicam, N. Y., elected vice presidents.

Joseph Daffner, formerly vice president and general sales manager, Norex Labs, division of Schenley Labs, named director of advertising and merchandising, Lanolin Plus.

Irwin Roseman, sales promotion director, Exquisite Form Brassiere, N. Y., appointed director of advertising and sales promotion of Exquisite Form and affiliated companies.

Joe H. Serkowich, vice president of Aubrey, Finlay, Marley & Hodgson, Chicago, elected a director of agency.

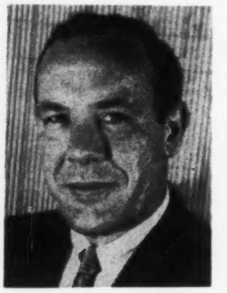
Vernon S. Mullen Jr., formerly advertising manager of Miller Brewing Co., Milwaukee, to Leo Burnett Co., Chicago, as account executive on Pabst Blue Ribbon Beer account.

Douglas L. Smith promoted from advertising manager to director of advertising and merchandising at S. C. Johnson & Son, Racine, Wis. He succeeds **Stuart D. Watson,** resigned to join McCann-Erickson Inc., N. Y., in executive capacity.

Richard D. Trentlage, formerly with Russel M. Seeds Co., Chicago, to creative staff of McCann-Erickson, same city.

Al Sembrich, formerly with Biow Co. and McCann-Erickson, both N. Y., to Maxon Inc., N. Y., as art director.

Jules Lennard, director of marketing and merchandising, Emil Mogul, N. Y., elected chairman of national executive council, Pi Lambda Phi, national collegiate fraternity.



MR. MACKEY

Willard Mackey, product manager, General Foods Corp., for the past three years, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as an account executive.

Chris F. Anderson, account executive, Endorsements Inc., N. Y., to executive vice president. **Robert C. Brilmayer,** also of the account staff, to vice president in charge of motion picture and tv operations.

Randy Goetze, formerly with the Boston office of Weed & Co., to WCOP Boston.

Richard J. Farricker, with McCann-Erickson, N. Y., for the past year, appointed management service director on Chrysler account. **Ammon B. Godshall,** named vice president and group head on the Chrysler account in Detroit.

Robert A. Fox named account executive in Newark office of Lewin, Williams & Saylor, N. Y.

Irving Mark, media director and assistant advertising manager, Leeds & Northrup Co., Phila., to Arndt, Preston, Chapin, Lamb & Keen, same city, as director of media department. **Thelma Gardinier,** radio-tv timebuyer, Zubrow Adv. Agency, to APCL&K in same capacity.

Dorothy Gill, formerly in charge of media for Leo Burnett Co. and Grant Adv., both in Canada, to Kenyon & Eckhardt Ltd., Toronto, as media supervisor and senior space buyer.

Constance Valesy, formerly with Kenyon & Eckhardt, N. Y., to Norman, Craig & Kummel, N. Y., as group art director.

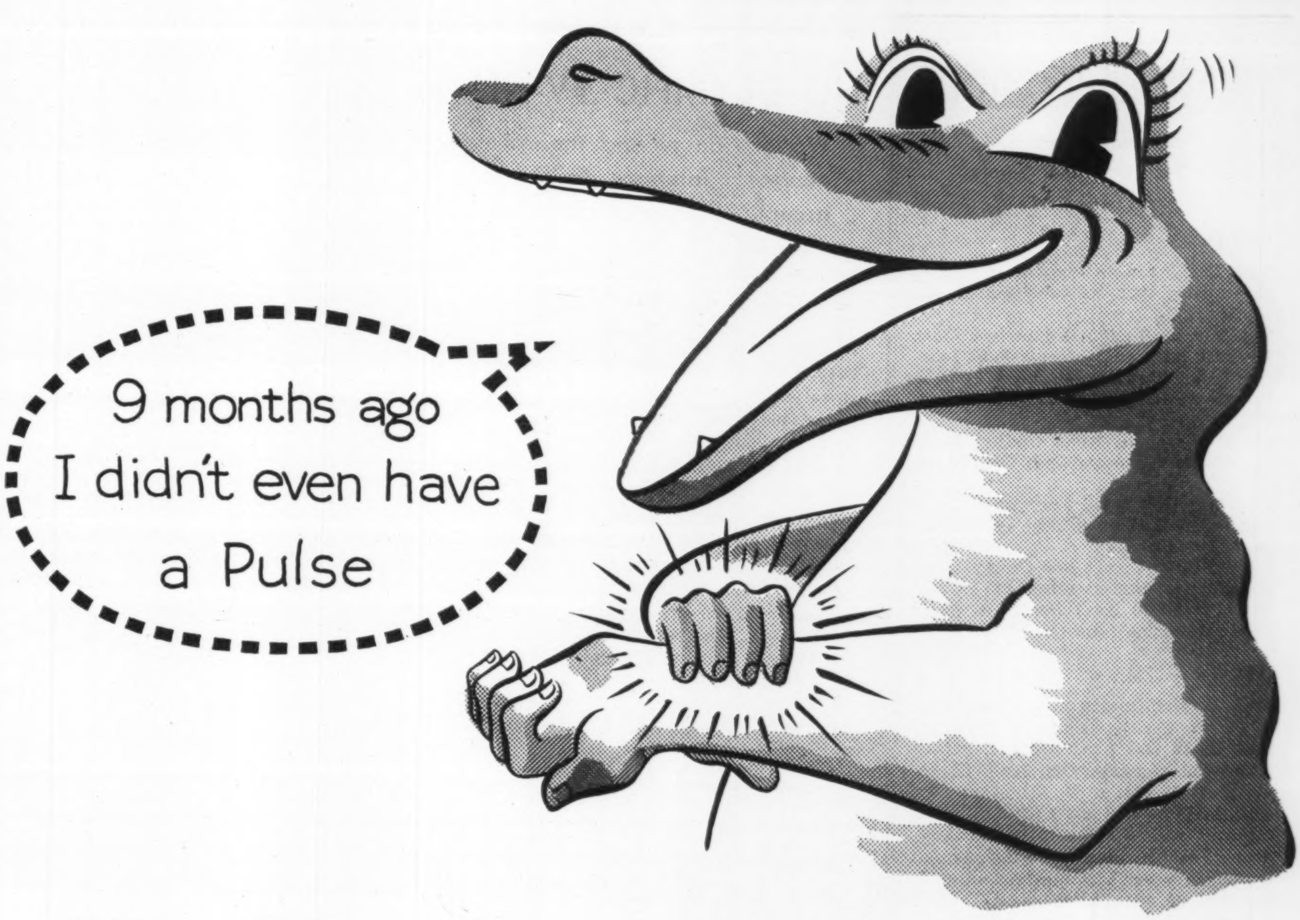
James R. Cannon, media department, Compton Adv., N. Y., to account handling department as assistant account executive.

Pete Coley, timebuyer, Al Paul Lefton Inc., N. Y., to Crusade for Freedom there as newswriter.

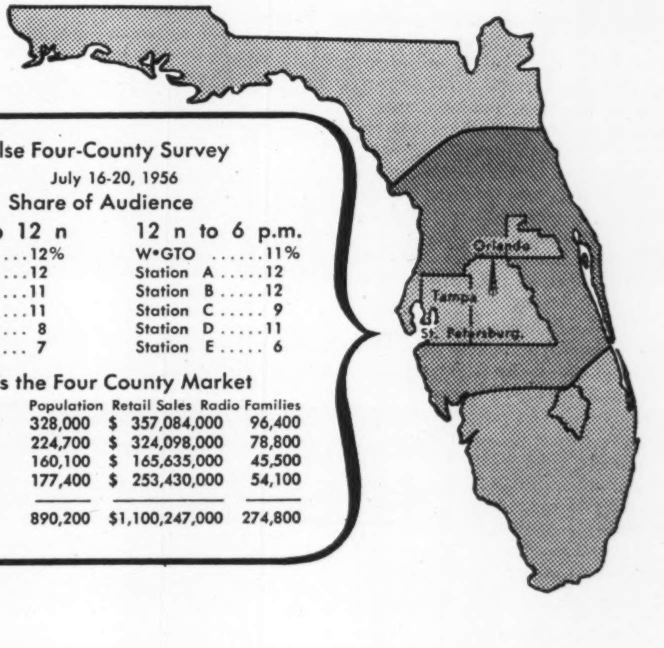
Kenneth D. Clapp, at one time with Yankee Network, to Charles F. Hutchinson Inc., Boston.

Dick Zimbert, formerly assistant to Raymond A. Jones, AFTRA Chicago office, to staff of Leo Burnett Co., same city.

Jack Galub, public relations consultant, appointed managing director, Bennett Assocs., Inc., N. Y., public relations division of Victor A. Bennett Co., N. Y. advertising agency.


9 months ago I didn't even have a Pulse

New Pulse Shows Fabulous Growth of WGTO Florida Audience



Pulse Four-County Survey

July 16-20, 1956

Share of Audience

6 a.m. to 12 n		12 n to 6 p.m.	
W•GTO	12%	W•GTO	11%
Station A	12	Station A	12
Station B	11	Station B	12
Station C	11	Station C	9
Station D	8	Station D	11
Station E	7	Station E	6

Here's the Four County Market

County	Population	Retail Sales	Radio Families
Hillsborough	328,000	$ 357,084,000	96,400
Pinellas	224,700	$ 324,098,000	78,800
Polk	160,100	$ 165,635,000	45,500
Orange	177,400	$ 253,430,000	54,100
	890,200	$1,100,247,000	274,800

Here is up-to-the-minute proof of W•GTO's fabulous growth in the booming Florida market. Only ten months after W•GTO went on the air this lusty "regional" station is beating "local" stations right in their own back yards.

Pulse survey of four Florida counties; Hillsborough (Tampa), Pinellas (St. Petersburg), Orange (Orlando) and Polk (Lakeland) shows W•GTO tied for the morning audience and a close second in the afternoon. These four counties have a large percentage of the total radio families in W•GTO's primary coverage area of 30 Florida counties. Project the Pulse survey and you'll see the tremendous coverage that only W•GTO offers in this rich expanding Florida market having a total population of a million and one half and retail sales of one billion, 800 million.

Why buy 45 stations when W•GTO gives you coverage with one station, one contract, at a fraction of the cost? Every minute is a good minute on W•GTO with the best radio news coverage and finest musical programming in Florida. Why not spend a minute with Adam Young, Inc. or Gene Hill, W•GTO General Manager?

W•GTO

UNDENIABLY FLORIDA'S BEST RADIO BUY

10,000 Watts **540 K. C.**

Write, Wire or Phone:
W•GTO, Haines City, Florida
Haines City 6-2611
or
Adam Young, Inc.
New York • Chicago • St. Louis
• Los Angeles • San Francisco • Boston

®

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Sept. 26 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Oct. 3, 10, 17, 24, 31).

Oct. 2 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 9, 16, 23).

Oct. 3 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Oct. 10 17, 24, 31).

Oct. 6 (9:30-11 p.m.) *Ford Star Jubilee,* Ford Motor Co. through J. Walter Thompson Co.

Oct. 12 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Oct. 19, 26).

Oct. 14 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Oct. 21, 28).

NBC-TV

Sept. 24 (7:30-7:45 p.m.) *Golden Touch of Frankie Carle* sustaining (also Oct. 1).

Sept. 24-28 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 1-5, 8-12, 15-19, 22-26, 29-31).

Sept. 24-28 (7:45-8 p.m.) *NBC-TV News Caravan,* various sponsors and agencies.

Sept. 25 (8:30-9 p.m.)*Noah's Ark,* Liggett & Myers through McCann-Erickson (also Oct. 2, 9, 23, 30).

Sept. 26 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble through Benton & Bowles.

Sept. 27 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Oct. 4, 11, 18, 25).

Sept. 28 (8-8:30 p.m. *Truth or Consequences,* Toni Co. through North Adv. and P. Lorillard through Lennen & Newell.

Sept. 29 (9-10:30 p.m.) *Saturday Spectacular,* "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

Sept. 29 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Oct. 6, 13, 20, 27).

Sept. 30 (9-9:55 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross (also Oct. 14)

Oct. 3 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Oct. 10, 17, 24, 31).

Oct. 5 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv. and R. J. Reynolds Co. through Wm. Esty on alternating weeks (also Oct. 12, 19, 26).

Oct. 5 (9-10 p.m.) *Dinah Shore Show,* Chevrolet through Campbell-Ewald.

Oct. 7 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Oct. 8 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 22, 29).

Oct. 15 (8-9:30 p.m.) *Producers' Showcase,* "The Letter," RCA and Whirlpool through Kenyon & Eckhardt, Al Paul Lefton and Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

NO OLYMPIC TV-NEWSFILM COVERAGE

World-wide tv and theatrical newsfilm interests decline to accept Olympic Games Committee's proposal for 'limited coverage' of event.

THE ISSUE of television's access to news events that embody "commercial value" flared up again last week when world-wide television and theatrical newsfilm interests announced they will not be able to exhibit any film of the Melbourne Olympic Games because of "restrictions imposed by the Australian Olympics Committee." The games will be held Nov. 22-Dec. 8.

A joint statement declining to accept the Olympic Games Committee's proposal for "limited coverage" of the event was released last week by CBS, NBC, The Newsreel Assn. of Great Britain and Ireland, The Newsreel Assn. of the U. S., The Newsreel Assn. of Europe, United Press Movietone News, INS-Telenews. The Canadian Broadcasting Corp., Independent Television News Service and all members of European Broadcasting Union. The statement said:

"These news film organizations have been denied the right freely to cover the games themselves. They also have refused to accept an offer made by the Olympic Games Committee to provide the newsreels with certain limited coverage under a plan which would have denied the news-gathering organizations any freedom of selection of film or any control over the cost of that film.

"The restrictions were imposed by the Australian Olympic Committee through an agent, Fremantle Overseas Radio & Television Inc., represented by Paul Talbot of New York. This company was appointed by the committee to handle commercial exploitation of films of the games.

"These news film organizations offered to form a pool to cover the games at their own cost, and agreed to limit the use of their film to a maximum of three minutes in any one newsreel or newscast, up to a total of nine minutes per day. In addition, they offered to provide the committee free of cost with a complete copy of their coverage of the games. The committee would have had the full rights to sell this film commercially and distribute it to sports organizations, universities and similar bodies. The committee could also have sold the newsreel rights to the material in countries not covered by the pool.

"These organizations would, in addition, have paid the Olympic Committee for whatever film they wanted to use in their programs—other than regularly scheduled news and sports news programs.

"Talbot refused this offer. Instead he announced the committee itself would film the games and provide, at cost, up to three minutes of film daily to theatrical and television newsreels. This meant that the newsreel organizations were excluded from the games unless they were willing to accept the previous restrictions which Talbot had laid down. It also would have meant that they were excluded from the right of choosing the items that would fill the three minutes daily if they purchased the film from Talbot and the committee. This meant, in effect, handing over entirely their editorial rights, and faced them with the possibility of having material which was unsuitable for different audiences and over the cost of which they had no control.

"After more than one year of negotiations, first with the committee and later with Talbot, the American, British and European theatrical and television news film organizations today advised Talbot:

"'In view of your reply, dated Sept. 1, 1956, to the letter of Sept. 11, it is clear that the film news pool will not be able to provide the minimum proper news service to the public. You have made it impossible for the pool to cover the XVI Olympic Games because of the restrictions you have imposed.

"'With reference to your suggestion that the Olympic Committee provide the film material, every member of the film pool, each a legitimate news gathering organization, is most strongly opposed to a method which interferes with legitimate newsgathering and denies them basic editorial and production rights. We are quite certain that the Australian Olympic Committee has not made the same offer of restricted coverage to newspapers, news agencies or radio organizations of the world.'"

A spokesman for the tv-theatrical newsreel interests told B•T that the history of "difficult relationship" with the Australian Olympic Committee dates back to more than a year ago when the committee at first was reluctant to recognize theatrical-tv newsfilm as news media and planned "outright" commercial sponsorship of newsfilm coverage. After considerable negotiations, he said, a meeting was held at NBC headquarters last July 23, at which notes were taken on various proposals and a "verbal agreement" reached by spokesmen representing both the tv-theatrical newsreel interests and the Olympic Committee.

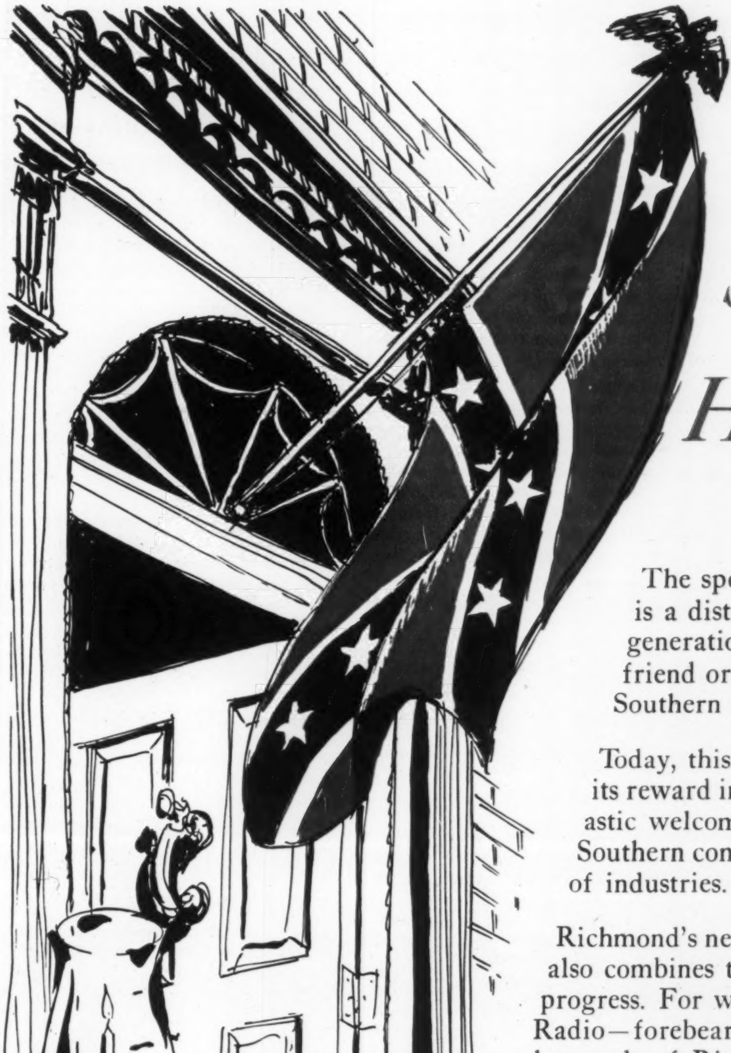
Key Item in Proposal

One of the key items in the "verbal agreement," he said, called for a total of nine minutes a day on tv news programs, but does not include re-use of the films. As an example, he added, a station could use three minutes on one program, three minutes on another and three minutes on a third, and if it so desired, could repeat any or all of the three-minute segments on subsequent news or sports programs. The industry spokesman said this "verbal agreement" was mimeographed and sent to all parties concerned. Mr. Talbot rejected the "verbal agreement" on Sept. 13 and substituted a proposal that tv and theatrical newsreels cannot accept, the spokesman said.

Mr. Talbot, in a telephone interview with B•T, contended that a "verbal agreement" was not reached at the July 23 meeting. He claimed that what the Tv-Theatrical Newsreels now call a "verbal agreement" was "merely the notes of the meeting." After the meeting was held, he said, "these notes" were mimeographed and distributed to the persons who had attended the July 23 meeting, but we were led to believe that these notes constituted a "verbal agreement." He continued:

"In the meantime, the political conventions intervened and we found it difficult to hold a meeting until after the conventions. The committee decided to reject this proposal and we offered the three-minute proposal, which the tv-theatrical newsfilm group suggested themselves last April."

Mr. Talbot also challenged the joint statement on various points. He said the newsgathering organizations could have freedom of selection of film, if they elected to form a pool for coverage. In this event, he said, he offered



The Special Hospitality...

The special hospitality of the South is a distinctive hallmark, enduring from generation to generation. Warm welcome for friend or stranger alike begins with earliest Southern history.

Today, this distinguishing characteristic finds its reward in more tangible ways as the enthusiastic welcome and special consideration of our Southern communities attract increasing numbers of industries.

Richmond's newest television station, WRVA-TV, also combines traditions of the past with today's progress. For well over a quarter-century WRVA Radio—forebear of WRVA-TV—has been winning thousands of Richmond listeners through excellence of entertainment, strong civic cooperation and experienced, competent management.

These same qualities are handed along to WRVA-TV—equally pledged to the service of Richmond and its environs. To the television families of Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager them the right to choose a "senior editor," who could select the three minutes of footage for exhibition on tv and in theatrical newsreels and including re-use privileges. Mr. Talbot contended that his procedure is not interfering with "legitimate newsgathering," as charged in the joint statement, in that three minutes of coverage on tv and newsreels is accepted practice in a sports event having "inherent commercial value."

Mr. Talbot said it has not been decided what type of program will be offered for commercial sponsorship on the tv network, adding the program probably will be offered twice a week and will run either 15 or 30 minutes.

UA Said Readying Release Of Post '48 Films to TV

UNITED ARTISTS CORP. last week was reported to be in the process of arranging for distribution to television of 200 additional post 1948 feature films following recent sales to WRCA-TV New York and KNXT (TV) Los Angeles of 39 post-1948 films [B•T, Sept. 10].

Spokesmen for both United Artists and the stations were loathe to discuss the method that UA employed to arrange for union clearances of the initial package. A UA official declined details, but pointed out that since the company is a distribution company exclusively, it had no contracts with the various talent unions. He added that some of the films were produced abroad and therefore not bound by any agreements with unions in this country. The UA official indicated that clearance problems also were smoothed by "certain circumstances," mentioning that some features were obtained on foreclosure and others from producers who are no longer in business, but he declined to elaborate.

He reported that the initial package of films has been "tentatively cleared" by the American Federation of Musicians and said UA expects "no difficulty" in reaching a final agreement with the musicians union. He hinted that clearance was not necessary from other unions, but preferred not to discuss the matter.

Hygo U-I Series in 14 Markets After Six Weeks Distribution

HYGO Television Films, New York, has announced the sale of its package of 31 Universal-International serials in 14 markets in the six weeks the package has been in distribution. Among the major market sales reported: CKLW-TV Detroit-Windsor, KOTV (TV) Tulsa, WKY-TV Oklahoma City, KSL-TV Salt Lake City and KRON-TV San Francisco.

A Hygo spokesman said the company currently is negotiating a distribution arrangement with Telefilm of Canada to handle the Universal serials there. The serials were produced by U-I from 1935-48 and contain over 400 episodes, with titles including *Royal Mounted Rides Again, Jungle Queen, Master Key* and *Gang Busters.*

Disney Productions Issues $7.5 Million Debentures

WALT DISNEY Productions, Burbank, Calif., last week filed a registration statement with the Securities & Exchange Commission, Washington, relative to the issuance of $7.5 million in debentures.

The debentures are to be dated Sept. 1, 1956, and are to mature Sept. 1, 1976, with interest payable semi-annually. They will be in denominations of $500 and $100 and may be converted into common stock prior to Sept. 1, 1966, unless previously redeemed.

The securities may not be sold nor may offers to buy be accepted prior to the time the registration statement with the SEC becomes effective. Underwriter is Kidder, Peabody & Co., Chicago, and the trustee is the Bank of America National Trust & Savings Assn., Los Angeles.

National Telefilm Seeks 20th Century-Fox Movies

NATIONAL Telefilm Assoc., New York, last week was reported to be in the closing stages of a transaction with 20th Century-Fox for the acquisition of tv distribution rights to "a large number" of the studio's pre-1948 feature films.

Though spokesmen for both companies acknowledged that discussions were underway, neither would give details. It was indicated that if agreement is reached, NTA would not acquire rights to the entire library but to several hundred films. Several months ago, NTA obtained rights to 52 20th Century-Fox features under a leasing arrangement and it was considered probable that a similar transaction was under consideration last week.

Reports of these discussions and announcement on Sept. 11 of the start of operations of the NTA Film Network [B•T, Sept. 17] apparently stepped up trading of NTA's common stock on the American Stock Exchange. Prior to the NTA Film Network announcement, stock stood at about 4⅞ and last Wednesday had risen to 7⅜. An NTA spokesman said more than 50,000 shares of stock were traded during the first three days of last week.

Eight Added, Two Return As TPA Account Executives

IN what was termed "the largest one-time sales staff for a tv film distributor," Television Programs of America last week reported eight new account executives have joined the sales staff and two others have rejoined the company.

New TPA account executives and their former business association are: Russell (Russ) Clancy, Ziv Television Programs; Saul Malisow, 20th Century-Fox' Minneapolis exchange; Mark Finley, promotion manager of the *Boston Post;* Arthur Spirt, real estate business; Warren Glinert, MCA TV Film Syndication Div.; Richard C. Hurley, Schmidt Lito Co.; Bruno Lansing, Louis G. Cowan Inc. and Howard (Don) Smolen, sales manager of the Baby Butler Corp. The two account executives who have rejoined TPA are Barry Winston, who became part owner of WQSN Charleston, S. C., several months ago and will retain that interest, and Harvey Fichter, who resigned from TPA recently for reasons of health.

ABC Film Plans New Series

PLANS for a half-hour tv film adventure series based upon news stories written by foreign correspondents who are members of the Overseas Press Club were announced last week by George T. Shupert, president of ABC Film Syndication and Bernard Luber, producer of the series.

Tentatively titled *Byline,* the series will be produced by Mr. Luber on location in the countries where the stories happened, and at the Associated British Pictures Corp. studios in London. The series will be available for sale through ABC Film about Feb. 1, 1957.

RKO TO ENLARGE OUTPUT OF TV FILM PRODUCTION

Distribution rights to two new series, 'Aggie' and 'Sailor of Fortune,' also acquired, RKO Teleradio executive says.

ACCELERATION in activities at RKO Television was indicated last week when Robert L. Manby, vice president of RKO Teleradio Pictures, announced plans to enlarge tv film production output and disclosed signing of a distribution contract for two new series.

Since its reorganization into General Teleradio Div. of the parent company last spring, RKO Television's activities in the tv film distribution field have been modest. In the past few months, Mr. Manby said, the unit has organized a distribution organization of more than 40 sales representatives throughout the country and is prepared to operate more extensively.

The two new half-hour tv film series to be distributed by RKO Television, Mr. Manby revealed, are *Aggie,* a comedy-adventure serial based on the adventures of a young fashion buyer in Europe, and *Sailor of Fortune,* an adventure program with a European setting. American and Canadian tv distribution rights to the series were obtained by RKO Television from BDA Inc., New York.

Although plans are underway to activate the production facilities of RKO Pathe for the creation of television films for RKO Television's future distribution needs, Mr. Manby pointed out that "for immediate needs," programming must be procured from outside producers. As to plans for the future production, he said Peter Robeck, RKO Television's general manager was to leave for Hollywood over the weekend for conferences with William Dozier, RKO Teleradio Pictures' vice president in charge of production, and Fred Ahern, RKO Pathe vice president.

Other product in the current RKO Television catalogue includes 52 RKO Radio feature films for national sale only, 48 other feature films, cartoons and the following tv film series: *The Big Idea, War in the Air, Greatest Drama, Gangbusters* and *Uncommon Valor.*

Before leaving for Hollywood, Mr. Robeck announced that William Finkeldey has been named syndicated sales manager for RKO Television. Mr. Finkeldey has been associated with the original film division since its organization by General Teleradio Inc. in 1954 as a sales executive in New York. Previously, he had been with CBS-TV Film Sales.

Wilding Appoints Three

THREE executive appointments have been announced at Wilding Picture Productions Inc., Chicago, as part of a realignment dictated by the company's expansion in the film production field. C. H. Bradfield Jr. announced the appointments of L. S. Thompson as executive vice president; James A. Kellock, vice president and general manager, and Jack A. Rheinstrom, vice president in charge of sales. Wilding produces tv, industrial, sales training and other films.

Asher Contract Renewed

IRVING ASHER, executive in charge of production for the 20th Century-Fox subsidiary, TCF Television Productions, has had his contract extended for an additional two years, it was announced Thursday by 20th Century-Fox.

KLTV *Channel* 7

TYLER—LONGVIEW

NBC • CBS • ABC
for Rich, Industrial East Texas

is proud to make three
Important Announcements

- **NEW REP—H-R Television, Inc.**
  effective October 1, 1956
- **NEW POWER—From 100,000 to MAXIMUM 316,000 WATTS**
  on or about October 1
- **NETWORK COLOR**
  on or about October 1

The only TV Station for 500,000 EAST TEXANS in the Rich, Industrial Area of East Texas—the 4th largest market in Texas.

MARSHALL PENGRA, GENERAL MANAGER

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN AUGUST

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) *for real program names.*

NEW YORK

SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	18.4
2.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	10.8
	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	10.8
4.	Ellery Queen (TPA)	Sun.	9:00	WPIX	9.6
	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	9.6
6.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	9.3
7.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	7.6
8.	Racket Squad (ABC Film)	Thurs.	10:30	WABC-TV	7.4
9.	City Detective (MCA-TV)	Sun.	9:30	WPIX	7.1
	The Falcon (NBC Film)	Fri.	10:30	WABC-TV	7.1

MINNEAPOLIS-ST. PAUL

FOUR-STATION MARKET

1.	Search for Adventure (Bagnall)	Tues.	8:30	WCCO-TV	23.0
2.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	18.1
3.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.9
4.	Cross Current (Official)	Sun.	8:30	WCCO-TV	16.6
5.	Secret Journal (MCA-TV)	Thurs.	7:00	WCCO-TV	14.8
6.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	14.1
	Life of Riley (CBS Film)	Mon.	8:30	KSTP-TV	14.1
	Rosemary Clooney (MCA-TV)	Mon.	9:00	WCCO-TV	14.1
9.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	13.8
10.	I Led 3 Lives (Ziv)	Wed.	8:30	KSTP-TV	13.4

CHICAGO

FOUR-STATION MARKET

1.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	19.8
2.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	17.8
3.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	17.7
4.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	14.2
5.	Susie (TPA)	Sat.	9:30	WBKB	13.9
	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	13.9
7.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	13.2
8.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.6
9.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	10.6
10.	Mr. District Attorney (Ziv)	Fri.	10:00	WBKB	10.4

ATLANTA

THREE-STATION MARKET

1.	City Detective (MCA-TV)	Sat.	10:00	WSB-TV	21.8
2.	I Led 3 Lives (Ziv)	Mon.	9:30	WSB-TV	18.0
3.	Superman (Flamingo)	Fri.	7:00	WSB-TV	17.4
4.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	16.2
5.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	15.7
6.	Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	14.9
	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	14.9
8.	Secret Journal (MCA-TV)	Sun.	10:30	WSB-TV	14.2
9.	Celebrity Playhouse (Screen Gems)	Sun.	2:00	WSB-TV	14.1
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	13.8

CLEVELAND

THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	26.1
2.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	16.3
3.	Range Rider (CBS Film)	Sun.	7:00	WEWS	15.7
4.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	13.9
5.	6 O'Clock Adventure (ABC Film)	Wed.	6:00	KYW-TV	13.1
6.	Looney Tunes (Guild)	Sat.	11 a.m.	WJW-TV	12.2
7.	Captured (NBC Film)	Sat.	10:30	WJW-TV	11.7
8.	I Led 3 Lives (Ziv)	Fri.	9:00	WEWS	11.5
9.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	11.3
10.	Captain Gallant (TPA)	Sat.	Noon	KYW-TV	11.2
	Foreign Intrigue (Official)	Sun.	10:00	WEWS	11.2

LOS ANGELES

SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	18.9
2.	Code 3 (ABC Film)	Mon.	9:30	KTTV	18.5
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	17.7
4.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	17.0
5.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	15.8
6.	I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	14.8
7.	Confidential File (Guild)	Sun.	9:30	KTTV	14.1
8.	Search for Adv. (Bagnall)	Thurs.	7:00	KCOP	13.5
9.	Susie (TPA)	Sat.	8:00	KTTV	13.2
10.	My Little Margie (Official)	Mon.	7:30	KTTV	13.0

SEATTLE-TACOMA

FOUR-STATION MARKET

1.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	28.2
2.	Death Valley Days (McC-E)	Sun.	9:30	KING-TV	28.0
3.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	25.4
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	23.8
5.	Celebrity Playhouse (Screen Gems)	Thurs.	8:00	KOMO-TV	23.1
6.	Ray Milland (MCA-TV)	Mon.	9:30	KOMO-TV	21.3
7.	Search for Adventure (Bagnall)	Wed.	7:30	KING-TV	20.4
8.	Code 3 (ABC Film)	Fri.	10:00	KING-TV	19.4
9.	Science Fiction Theatre (Ziv)	Thurs.	9:30	KING-TV	19.2
10.	Judge Roy Bean (Screen Craft)	Mon.	8:30	KING-TV	18.7

WASHINGTON

FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	12.3
2.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	12.2
3.	Superman (Flamingo)	Tues.	7:00	WRC-TV	12.1
4.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	9.8
5.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	9.6
6.	Secret Journal (MCA-TV)	Sun.	6:30	WMAL-TV	8.8
	Eddy Arnold (Schwimmer)	Fri.	10:30	WMAL-TV	8.8
8.	Range Rider (CBS Film)	Mon.	7:00	WTOP-TV	7.9
9.	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	7.8
10.	Public Defender (Interstate)	Thurs.	10:30	WTOP-TV	7.6

COLUMBUS

THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:30	WBNS-TV	39.3
2.	Man Called X (Ziv)	Fri.	8:30	WBNS-TV	18.2
3.	Death Valley Days (McC-E)	Sun.	8:30	WBNS-TV	17.8
4.	Annie Oakley (CBS Film)	Sat.	6:00	WBNS-TV	16.6
5.	Superman (Flamingo)	Wed.	6:00	WBNS-TV	16.2
6.	Judge Roy Bean (Screen Craft)	Sun.	5:00	WTVN-TV	14.2
7.	Wild Bill Hickok (Flamingo)	Tues.	6:00	WBNS-TV	14.0
8.	Sheena of the Jungle (ABC Film)	Thurs.	6:00	WTVN-TV	13.5
9.	Crunch & Des (NBC Film)	Thurs.	10:15	WBNS-TV	12.0
10.	Public Defender (Interstate)	Mon.	10:15	WBNS-TV	11.6

BOSTON

TWO-STATION MARKET

1.	I Led 3 Lives (Ziv)	Tues.	8:30	WNAC-TV	29.7
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	23.4
3.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	21.1
4.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	17.5
5.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	15.1
6.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	13.8
7.	City Detective (MCA-TV)	Fri.	11:00	WNAC-TV	13.6
8.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	13.4
9.	The Falcon (NBC Film)	Sun.	11:00	WNAC-TV	12.3
10.	Dr. Fu Manchu (Hollywood)	Thurs.	8:00	WNAC-TV	12.0
	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	12.0

SURE IT'S THE SAME PICTURE...

BUT IT'S THE SAME OLD STORY TOO!

The Pacific Northwest explodes with more interest and excitement in the hydroplane race held on Seattle's Lake Washington every summer than in any other single event. And the spectacle annually proves KING-TV's dominance of the Seattle-Tacoma market.

More competitive than the race itself is the battle of the two television channels covering the event to win the audience ratings

The only thing consistent about the finish of the big race among the world's fastest powerboats is that KING-TV always clobbers the competition. The picture and story are the same again this year.

According to ARB, KING-TV had more than two out of every three viewers. The station "lapped" the opposition with 69 per cent of the audience tuned to Channel 5.

Month after month, year after year, KING-TV is top-rated in the booming Pacific Northwest—morning, noon and night. Check any rating. Channel 5's coverage of the annual hydroplane race is just another example of KING-TV's unrivaled local acceptance.

Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 5, 1956

Channel 5 (KING-TV) 43.15
Second Seattle Station 20.27

FIRST IN SEATTLE

KING-TV

Channel 5 • ABC 100,000 Watts
Ask your BLAIR TV Man

Otto Brandt, Vice President and General Manager

local

events that make the

news

make every newscast outstanding on

wfdf

flint's leading news station

Local events that make news require quick and accurate coverage . . . 24 hours a day. And WFDF's full time local news staff is on the spot when the news is breaking . . . on the air hours (and even days) ahead of any other local news source. Flint listeners know it, and so do Flint sponsors. How about you? Katz can give you the full news story and WFDF can supply a day-by-day breakdown to show you just how far they lead on the local news scene. You'll see for yourself why Flint's leading newscasts are on WFDF—the only Flint station with its own full time local news bureau.

wfdf • flint, michigan

nbc affiliate

Represented nationally by the Katz Agency

Associated with: WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul

Triangle Pays $1 Million For Popeye, Warner Films

ASSOCIATED Artists Productions, New York, last week reported the sale of its "Popeye" and Warner Bros. animation packages for about $1 million to Triangle Publications for use on Triangle's five tv stations. It is believed to be "one of the largest cartoon purchases on record."

The stations which will carry the cartoons are WFLI-TV Philadelphia, WNHC-TV New Haven, Conn., WHGB-TV Harrisburg, Pa., WNBF-TV Binghamton, N. Y., and WNBF-TV Altoona, Pa. AAP said other sales on the two cartoon packages have been made to KFSD-TV San Diego and KOAT-TV Albuquerque, N. M.

Transfilm Inc. Announces Expansion Into Tv Programs

IN AN expansion of its activities, Transfilm Inc., New York, last week announced plans for the production of tv film programs and for feature-length motion pictures for theatres.

Walter Lowendahl, executive vice president of Transfilm, observed that the company up to this point has been engaged almost exclusively in the production of tv film commercials and industrial films. Mr. Lowendahl said that Transfilm has various properties under consideration for tv film production and also plans to be active in the live tv programming field.

With its news plans, Mr. Lowendahl said, Transfilm has appointed Gary Stevens to develop some of the properties the company is considering for tv and theatrical production. Mr. Stevens, who has been a writer-producer-director, recently was associated with Warner Bros. as executive producer and general manager of its tv division. Previously, he had been with Walt Framer productions. Mr. Stevens also has been given the assignment of seeking out other properties that might be suitable for the different entertainment media, including tv, motion pictures and broadway stage.

Allen Named Vice President Of Lewis & Martin Films

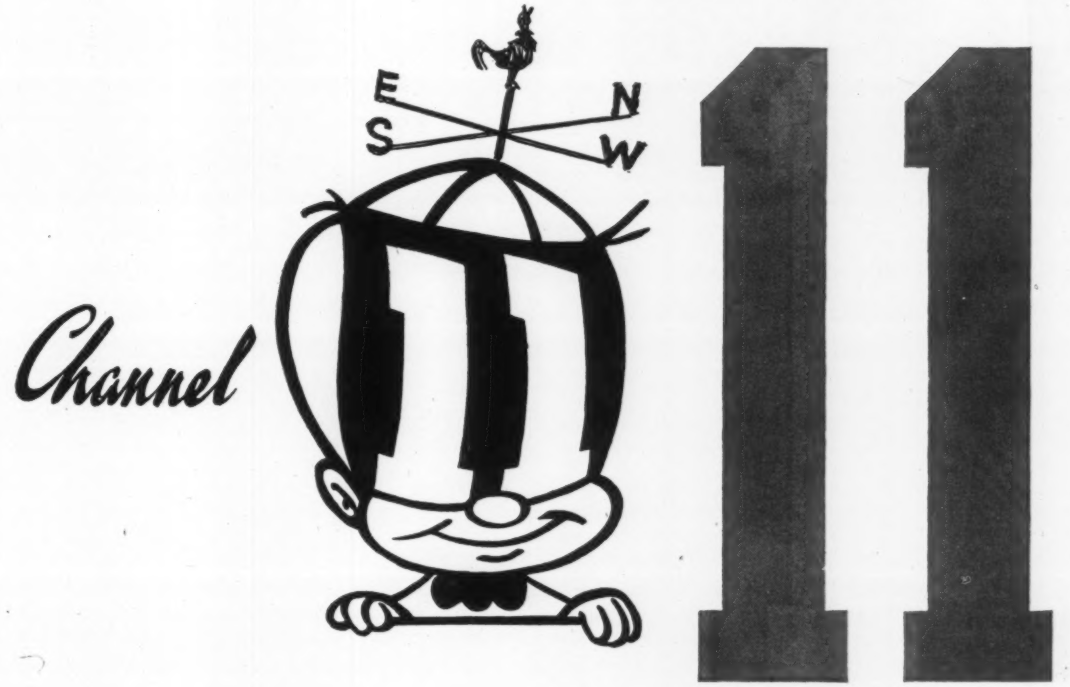
APPOINTMENT of Spencer M. Allen as vice president of Lewis & Martin Flms, Inc., Chicago, effective Oct. 1, was announced last week by Herschell Lewis, president of the tv and motion picture company.

Mr. Allen, veteran newsman who recently resigned as director of news operations at WGN Inc. (WGN-AM-TV Chicago), will be responsible for public relations and sales promotion activities of the film firm, according to Mr. Lewis. Mr. Allen announced his resignation from the *Chicago Tribune* broadcast properties last month [CLOSED CIRCUIT, Aug. 20]. He was credited with developing the award-winning *Chicagoland Newsreel* on WGN-TV, and was recipient of a Sigma Delta Chi national journalist fraternity award in 1955.

Rich Joins Gold Productions

RESIGNATION of Martin (Mickey) Rich from the management of Telson Studios, Long Island City, N. Y., to join Mel Gold Productions, New York, as production supervisor was announced last week by Melvin L. Gold, president. Mr. Rich replaces Robert E. Gips, who has returned to Hollywood after a four-year association with Mr. Gold. Mr. Rich earlier had been producer-director in charge of tv commercials for Archer Studios, New York, and a film consultant with the San Francisco office of the National Safety Council.

Louisville's
BEST KNOWN FIGURE



The WHAS-TV Channel 11 figure advises viewers to watch "Weathervane" at 10:40 nightly. He doffs his weather beanie on other promotion slides and appears in triplicate, attracting viewers to the "I Led 3 Lives" series of Lincoln Income Life Insurance Company.

Every hour of the day, the Channel 11 figure reminds viewers of WHAS-TV's well produced local programs and selected national spot shows. He stands for the best . . . and everyone knows where he stands.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY
BASIC CBS-TV Network

Increased Movie Role In Tv Logs Stressed

THE MAGNITUDE of movies' role in television programming is pointed up in a study just completed by WOR-TV New York.

It shows that in New York alone, in a single week, feature films accounted for 27% of all program hours telecast—and that families spent a total of 23,150,100 hours watching those films during that week.

Robert M. Hoffman, WOR-AM-TV director of sales planning and development, whose department made the study, hesitates to try to project the New York findings into national figures. It can hardly be done with certainty, he points out.

But, as an indication of what the national scope might be, he estimates that New York viewing amounts to 5 to 10% of the U. S. total. If New York were 10% and New York programming and viewing habits typical of the rest of the country, then time spent in watching feature films in the U. S. would come to more than 230 million hours a week.

The WOR-TV study was based on Telepulse ratings for April 1-7. Highlight findings—and the figures would be higher, except that feature-length westerns were omitted from the analysis—include the following:

- New York's seven tv stations carried 195½ hours of feature film programs during the week. This total represented 27% of all program hours on New York tv that week.

- The seven stations carried a total of 92 different movies during the week (those shown more than once during the week, as in the case of WOR-TV's *Million Dollar Movie*, were counted only once).

- The 23,150,100 hours spent watching feature films represented an average of four hours 55 minutes per family. Eliminating the approximately 11% of families which do not watch feature films at all, WOR-TV figures that those who do watch movies on tv average five hour 32 minutes a week with tv movie fare—and saw the equivalent of four different films.

The analysis also turned up one other finding that WOR-TV is not trying to hide: That its own *Million Dollar Movie* accounted for 16.7% of all the time spent watching movies on tv in New York during the study week—or a total of 3,869,150 family hours. This viewing total for one series (actually, one program shown several times during a week), WOR-TV maintains, exceeded the viewing garnered by all film programs on some of the stations.

By stations, the number of hours devoted to feature films during the study week, and the number of films shown on each, are as follows (but Mr. Hoffman emphasized that these figures are not representative of all programming, since several stations are adding more feature films to their lineups):

Station	Hours	No. of Feature Films
WOR-TV	43½	14
WABD (TV)	42¼	14
WABC-TV	35	12
WPIX (TV)	25¾	18
WCBS-TV	24¼	18
WATV (TV) Newark	19	12
WRCA-TV	5½	4

Films predominate in WOR-TV's new fall lineup, accounting for approximately 88% of its programming. Feature films alone represent approximately 65% of its fall schedule [B•T, Aug. 27].

LAST MINUTE plans for the introduction of the new *Dr. Christian* series on tv stations in three eastern cities are made by (l to r) C. Frederick Mueller, executive vice president of Mueller's Macaroni Products Co., sponsor; Leonard Firestone, New York City sales manager of Ziv Television, producers; Walter Ware, tv director of Scheideler & Beck agency, and Macdonald Carey, star of the series. To premiere the week of Oct. 1, the show will be sponsored by Mueller on WABC-TV and WPIX (TV) New York, WRCV-TV Philadelphia and WNAC-TV Boston.

Increased Billings Reported By Roach's Commercial Div.

THE Hal Roach Studios Commercial Div. expects a 67% increase in total billings this year over the $2,225,000 figure accrued in 1955, according to Sidney S. Van Keuren, vice president-general manager.

Mr. Van Keuren based his advance report from billings to date, which nearly equal total figures for the entire year of 1955, plus scheduled business for the remainder of this year. Eleven new major accounts, together with six clients currently active on the story boards, account for the overall increase, Mr. Van Keuren said.

National advertisers who bought Roach commercial film service for the first time this year: Mennen products, Procter & Gamble, Slenderella International, AT&T, Hills Bros. coffee, Chevrolet Div. of General Motors, Richfield Oil, the Nestle Co., and Lucky Lager and Eastside beers.

TCF-TV to Film 'Mason'

PILOT film of the hour-long *Perry Mason* series starring Raymond Burr will be filmed by TCF Television Productions for CBS-TV, according to John K. Brent, TCF-TV studio manager. Producer Ben Brady and Executive Producer Gail Patrick Jackson plan to film the first show on a five-day shooting schedule around the first week in October.

The series is based on the mystery novels of Erle Stanley Gardner and the regular cast, in addition to Mr. Burr, will include Barbara Hale, Ray Collins, William Talman and William Hopper.

Seven Buy Big 10 Football

SALE of *Big 10 Highlights* filmed football series to seven stations has been announced by Alfred D. Levine, Chicago, who is handling midwest sales. Stations which have contracted for the weekly series, produced by Sports Tv Inc., Hollywood, are WTMJ-TV Milwaukee, WBNS-TV Columbus, Ohio, KRNT-TV Des Moines, WREX-TV Rockford, Ill., WISC-TV Madison, Wis., WTVW (TV) Evansville, Ind., and educational WKAR-TV East Lansing, Mich.

Terrytoons Sets Art Course To Develop New Animators

IN AN ATTEMPT to develop new animators, new animation techniques and attract fresh talent to the Terrytoons organization, the studio is offering a free course in animation to all beginners in cartooning.

This search for creative talent was announced last week by William M. Weiss, general manager of Terrytoons, a division of CBS-TV Film Sales. He observed that the project is related directly to Terrytoons' expansion into tv film production, encompassing programming, animated commercials, special video effects, as well as its yearly production of Cinemascope theatrical cartoons for 20th Century-Fox release.

The classes will begin Oct. 1 and probably will be held two evenings a week at Terrytoons' New Rochelle (N.Y.) studio, according to Mr. Weiss. The course will be under the supervision of Gene Deitch, creative director of Terrytoons, and will be given by two of the organization's art directors. Students for the course are being recruited from art schools and the tv film industry.

Noble Takes Museum Post

JOSEPH V. NOBLE, a television pioneer and most recently executive vice president of Film Counselors Inc., a creative and planning firm for tv and motion picture films for industry, has been named operating administrator of the Metropolitan Museum of Art, New York, a new position. Mr. Noble was one of a small group of people which, in 1941, helped to set up WPTZ (TV) Philadelphia. He told B•T that one of his functions at the museum will be to effect a closer tie between art and television.

Niles Increases Staff

ADDITION of new personnel at Fred A. Niles Productions Inc., Chicago, was announced Thursday by Fred A. Niles, president of the Chicago-Hollywood film company. New staff members include Burt Kosmen, former radio-tv and Broadway actor, as director; Robert Sinese, editor; Betty Stack, artist; Ruth Carlson, assistant to the controller, and Margaret Anderson, production secretary.

FILM SALES

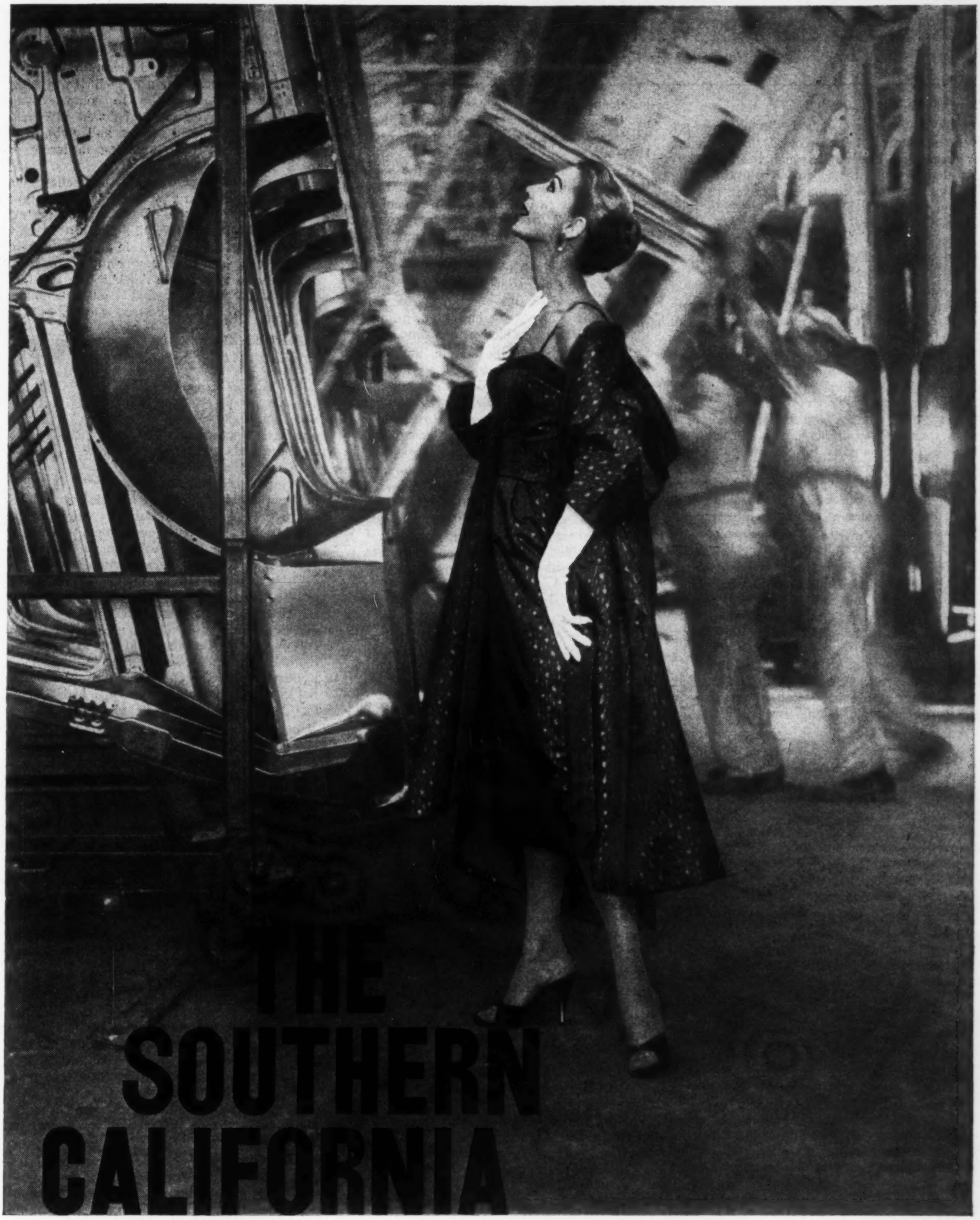
Atlantic Television Corp., N. Y., has sold its package of 15 feature films to Nippon Hoso Hyokai for Japanese government outlet in Tokyo. Sale, completed for Atlantic by International Radio & Television Programs, said to be first tv feature film transaction between Japanese and U. S. companies.

Guild Films Co., N. Y., reports 15 new sales on *Molly* tv film series, starring Gertrude Berg. Large-market sales include WGN-TV Chicago, WMAL-TV Washington and WPFH (TV) Wilmington, Del.-Philadelphia.

Screencraft Pictures, N. Y., announces sales of *Judge Roy Bean* tv film series to KBTV (TV) Denver, KSBW-TV Salinas, Calif., and KTBS-TV Shreveport, La., and of *Mickey Rooney Show* to KBTV, KEYT (TV) Santa Barbara, Calif., and KGO-TV San Francisco.

FILM PEOPLE

Ray Falk, ABC news correspondent in Tokyo. named far eastern sales representative for ABC Film Syndication. He will continue reportorial duties.



THE SOUTHERN CALIFORNIA LOOK

KRCA·4

It's a whirl of glamour, a gold-lit wine brocade sheath sheltered by its own coat, designed in California by Don Loper.

It's a world on wheels, the second biggest U. S. auto-assembly center and America's leader last year in automotive sales.

It's millions of lasting impressions, made on big-earning, big-spending Southern Californians by advertisers who use

NBC TELEVISION LEADERSHIP STATION IN LOS ANGELES SOLD BY NBC SPOT SALES

THE CELLER NETWORK INVESTIGATION

Continued from page 33

Billy Rose *(continued)*

and Cole Porter, and added: "In other words our best musical talent seemed to be having an easier time crashing through the Iron Curtain than through the electronic curtain which the broadcasting companies have set up through their three-way control of the airwaves."

Queried on his statement that Gen. Sarnoff would lift the "electronic curtain" if he knew about it and whether Mr. Rose thought the RCA board chairman did not know "of these operations that you mention," Mr. Rose replied that he had received a telephone call "last night" from an NBC vice president who "assured me that Mr. Sarnoff did not know these things and asked that I meet with him and brief him on them."

This prompted the rejoinder from Rep. Keating that "you may be able to accomplish more than this committee, Mr. Rose . . because you apparently have some connection with the big broadcasting companies."

Mr. Rose said that Gen. Sarnoff's offices are on the 52d floor of the RCA Building—"some 40 floors above the ones who carry out the detail work."

Rep. Celler interrupted to say, "He ought to come down a peg."

Mr. Rose continued that Gen. Sarnoff "needs no defense from me, and if you will pardon my saying so, I have got $2 more than Gen. Sarnoff and I do not need his good-will. . . . I just think . . . if he knew about these inequities . . . he might do something about it." The Antitrust Subcommittee's activities, he said, are the "first important breath of fresh air in this foul business in a long time."

Asked about the "lower echelon" in NBC whose activities he claims are not known by Gen. Sarnoff, Mr. Rose said he referred to "the fellow who might get a mere $40,000 a year. . . . That is a real low echelon in the broadcasting business." Gen. Sarnoff cannot know all the activities of the "several hundred" such executives under him because RCA is so large that it does a business of a billion dollars a year, Mr. Rose said, adding, "That is something like the income of Austria."

Questioned as to whether he shouldn't have told Gen. Sarnoff "what is happening," Mr. Rose said he told the Songwriters of America that he thought it would be "a good idea to find out how much the boss knew. . . ."

Mr. Rose said ASCAP membership includes all the best composers, and that while BMI writers occasionally turn out good music, the man in the street would find it impossible to name any BMI songwriter. If many of the greatest songwriters were beginning to write today, they would have difficulty being heard without BMI licensing, he said.

BMI should be separated from the networks, Mr. Rose opined, and so should Columbia Records and RCA Victor Records.

Rep. Celler said he hoped that NBC, CBS and ABC would "see the light and will—well, I am almost tempted to say come to their senses" before "there is any kind of a vexatious, very costly antitrust suit filed, and it is bound to come to filing if the situation does not change."

Herman Finkelstein
ASCAP General Attorney

Mr. Finkelstein said that broadcasters now can have the courts fix their ASCAP performance rates if they don't like them and that today the question arises whether there is any justification for BMI to continue to be owned by the broadcasting industry, regardless of what justification there may have been in 1939-40.

ASCAP, he said, subscribes to the principle that competition is a good thing, but there is a question as to whether a rival organization, controlled "by the people who are your customers" in "concert and agreement," should "concentrate on those things that are in the BMI catalogue." This concentration on BMI "means the elimination of ASCAP," he said and there is a serious question as to whether "that thing which they had been justified in doing in 1939 is justified at this time."

Asked if he felt the nature of the BMI organization may be, *per se*, a violation of the antitrust laws, Mr. Finkelstein said he felt such was the case, "whether they engage in any unfair practices or not." He said he had taken the matter up with the Justice Dept. in 1952 but "made no impression on them."

Questioned about the difference in consent decrees reached by the Justice Dept. in 1941 with ASCAP and in 1950 with BMI, Mr. Finkelstein said an ASCAP member became entitled to appeal to a special panel if he was dissatisfied with the royalties he was receiving, but that no such provision was made for dissatisfied writers licensed by BMI.

Resuming testimony Wednesday, Mr. Finkelstein said the activities of BMI affect competition by ASCAP members because BMI activities are uncurbed, allowing BMI to "create songs and exploit them, which ASCAP does not do."

He agreed with subcommittee counsel questioning that songs must be broadcast to be popularized and that the "two largest record companies" are owned by the networks, which are likely to "favor their own." He said BMI can give one writer or publisher better terms than another, something no performing rights society may do. ASCAP does not try to influence the use of ASCAP songs, but merely publishes a catalogue of ASCAP tunes, he said.

Mr. Finkelstein said ASCAP attends NARTB "public" meetings, but is not invited to nor does it ask to attend closed sessions. Asked by Rep. Keating what broadcasters do in closed sessions, Mr. Finkelstein said, "we have our suspicions, but I don't think we want to engage in suspicions here."

To ascertain performance by stations, Mr. Finkelstein said, ASCAP monitors about 300 local stations around the country as a sample, working out averages for each ASCAP tune. Network performances are based on reports by the networks themselves, he said.

Mr. Finkelstein said BMI fixes its own license assessments to stations, a thing ASCAP never would be permitted to do, and that all broadcasters are willing to pay the rate only because they know the 600 broadcaster-stockholders of BMI are not receiving BMI dividends.

He said he was "amazed" at BMI's "in cretion" in promoting BMI songs.

The ASCAP attorney said he is not so sure the networks practice discrimination in favor of BMI on their own networks because songs are made popular through being played by disc jockeys at individual stations; after they become popular, then the networks broadcast them. Although the networks have not vanished, they no longer are the "great showpieces" they used to be, and the impetus has gone to the local stations, he continued.

BMI has become the program-building department for these stations, he said. Mr. Finkelstein said he favored divestiture of BMI from the broadcast industry. BMI's present contracts would enable it to compete with ASCAP in such an event, he said. He said BMI subsidizes both writers and publishers and turns them from "thinking in terms of merit" to "the fast buck."

Mr. Finkelstein said he did not believe the broadcasting industry would "dare" to take ASCAP music off the air when the contract comes up again in 1957, although broadcasters have the physical power to do so. He thought ASCAP could get a temporary injunction from the courts to prohibit an ASCAP ban and the broadcasters, anyway, would not risk public protest.

Robert E. Kintner
President, ABC

Mr. Kintner's reading of his 14-page prepared statement was interrupted early and often by questioning from committee counsel.

In the statement, Mr. Kintner emphasized that close government supervision makes broadcasting different from most other industries. Moreover, he said, during radio's development "identical charges to those [now] being made about television were made by various interests."

Under questioning he identified the "interests" as being basically a group of people who felt that radio networks were "tying up talent" and controlling programming. This led into a colloquy in which counsel Maletz stressed that the Justice Dept. had filed an antitrust suit against CBS and NBC in 1941, and the suit was not dismissed until after the FCC had adopted its Chain Broadcasting Regulations.

In any case, Mr. Kintner asserted, the radio charges stemmed from a scarcity of stations. Now there are some 2,800 radio stations and the charges have disappeared, he noted.

Chairman Celler agreed that many of today's tv problems would not exist if there were more tv stations in operation.

Returning to his prepared statement, Mr. Kintner asserted (and Mr. Celler called it "a good observation") that "to the extent there is a 'monopoly' area within the television business, in our judgment, it exists in one field—the fact that in more than 100 of the top 200 cities of the country, we do not have and there is no provision to make available four or more comparable television signals."

With his statement he submitted a copy of ABC's July proposal to the FCC for allocations changes designed to permit a greater number of "comparable" facilities in many markets. He declined to say whether he considered it "better" than the so-called "DuMont plan" described to the committee earlier in the week, but did point out that ABC's would accommodate four networks "essentially" on a par with each other.

Mr. Kintner stressed the importance of networks and of their contributions to tv development. It was "heartening," he said, that "a widely diverse group" of affiliates had voluntarily gone before the Senate Interstate and Foreign Commerce Committee a few months ago to testify on "the importance of network programming."

When he moved into a description of network program contributions, questions on network participation in profits of independently produced programs came fast from committee counsel.

Counsel Maletz wanted to know whether ABC had any profit-participation rights in any

This is the place.

Iowa is an Indian word meaning "this is the place" or "beautiful land."

The first Europeans known to have entered Iowa country were Marquette and Joliet in 1673. In 1680 Father Henepin travelled across the area. Julien Dubuque established the first white settlement after 1785, to mine lead, but Indians drove most of the miners permanently underground in 1810. In 1804 the Lewis and Clark expedition camped in "Ioway," as it was then known, and roasted buffalo without benefit of charcoal. Fort Madison, built in 1808, was temporarily abandoned in 1813 because of the tonsorial talent of its reluctant Indian host.

Iowa was governed as part of the Territory of Indiana in 1804 and 1805; by the Louisiana Territory from 1805 to 1812; by the Missouri Territory to 1821. Unorganized for the next thirteen years, it was part of the Michigan Territory from 1834 to 1836, then part of the Wisconsin Territory until 1838, when it became a separate territory. No matter which body administered it, the Indians insisted on their right to practice archery and roast settlers. Not until peace pipes were smoked after the Black Hawk War in 1842 did warwhoops begin to subside and corn start growing in earnest.

Iowa's 55,586 square miles of soil are drained to the east by the Skunk, Iowa, Wapsipinicon and Des Moines Rivers into the Mississippi, which forms the entire eastern boundary. Westward drainage is into the Missouri, which separates Nebraska from Iowa, and the Big Sioux, which comes between South Dakota and you know what. The northern, or Minnesota, boundary is entirely, and the southern, or Missouri, boundary, is almost all legal fiction; each runs due east-and-west as the surveyor flies.

About one-tenth of the nation's food supply currently comes from the area that entered the Union as the 29th state in 1846. Over 95% of the state is in farms. Soil fertility is unsurpassed; 25% of all the Grade A land in the country is in Iowa. The first president of the U. S. to be born west of the Mississippi came from Iowa (hint: he wears high collars). Yet, puissant though Iowa be in the agriculture department, the value of her manufactured products exceeds that of farm products. This is a handy thing to remember when you hear someone singing "that's where the tall corn grows." It is, but we're polysided.

WMT *CBS for Eastern Iowa*
Mail Address: Cedar Rapids
National Representatives: The Katz Agency

CODE 3

#1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in **San Diego:** 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5
Portland: 17.8
Seattle-Tacoma: 22.7
San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. **Yours** still available?

Rating source on request

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880

ABC FILM SYNDICATION

live or film production. Mr. Kintner replied affirmatively but noted that some of the details have "trade significance" and that he would like ABC and committee counsel to work together in seeing what private material could be kept off the record.

After a short conference with Chairman Celler, he reported that of the shows on ABC-TV in calendar 1955, ABC had profit-sharing arrangements as follows (representing 4.5% of the programs carried by ABC-TV): *Ozzie & Harriet*, ABC gets 40% of profits; *Ray Bolger Show* (no longer on ABC-TV), 33⅓%; *Danny Thomas Show*, 33⅓%; *Wyatt Earp*, 50%.

For the 1956-57 season, Mr. Kintner said, ABC has similar rights in five shows scheduled in prime evening time: *Danny Thomas*, 33⅓%; *Ozzie & Harriet*, 40%; *Wyatt Earp*, 50%; *Jim Bowie*, 50%, and *Wire Service*, 50%.

The ABC chief asked if he might volunteer some other figures "in this connection." Of all the programs on ABC-TV during calendar 1955, he said, 13.1% were originated by the network; 10.2% by ABC-owned stations; 9.4% by advertising agencies; 4.5% by individual film producers, and 31.4% by individual packagers of live shows.

He also noted that ABC produced and was 100% owner of seven series presented during calendar 1955: *Dean Pike* (sustainer), Walter Winchell (now off ABC-TV), *Outside USA* (sustainer), *Fight Talk* (now off), *Super Circus* (now off), *John Daly and the News* (partially sponsored), and *Elgin Hour* (now off).

Mr. Kintner estimated that the John Daly news strip costs ABC around $1 million a year more than it receives from sponsors.

The committee wanted to know what ABC did in order to get profit-participation rights in *Ozzie & Harriet*. Mr. Kintner said Ozzie and Harriet Nelson "came to us" about 1949-50, wanting to do a tv series and wanting the project financed and sold, and that ABC handled these matters. The arrangements in the case of the Ray Bolger, Danny Thomas and *Wyatt Earp* shows followed a similar pattern, he added.

He didn't have the figures on the amount of ABC's investment in these cases, but said he would supply them for the record.

Mr. Maletz asked him also to supply copies of each agreement in which ABC gets profit-sharing rights in independently produced programs. Mr. Kintner said he "naturally" would prefer committee and ABC counsel to try to work out an arrangement that would keep unnecessary confidential matters off the record. Mr. Maletz said he was confident a solution could be found.

Asked whether ABC also had merchandising rights in the programs whose profits it shares, he said he thought the network has 50% in the case of *Wyatt Earp* and that, as he recalled, merchandising is not mentioned in the contracts for the others. But, he noted, the contracts "will speak for themselves."

Committee counsel quoted Victor Hansen, assistant attorney general in charge of the Justice Dept.'s Antitrust Div., as testifying that networks try to make the use of one of their own programs (or programs in which they have a profit-sharing interest) a condition to the sale of prime time (Hansen testimony text, page 34).

Mr. Kintner denied that ABC had ever done so—but, he pointed out, ABC does believe in balanced programming and has certain key programs (*Disneyland*, for instance) which "are available to everybody" and which the network will not remove in order to make way for some other program an advertiser might want to install in one of those time spots. ABC has not, he reiterated, required profit-participation as a condition to the sale of a time period.

Mr. Kintner was questioned closely on his version of the discussions in which, the Assn. of Television Film Distributors had charged, ABC demanded 50% profit participation in an hour-long film series it was considering with Screen Gems [B•T, Sept. 17].

Mr. Kintner said Screen Gems was interested in getting its shows on ABC-TV—that in fact two SG shows, *Ford Theatre* and *Rin Tin Tin*, are now on the network. Last spring, he said, ABC was trying to re-sell American Tobacco, General Foods and others on the Wednesday 8:30-9:30 p.m. period, immediately following *Disneyland*. ABC suggested to Screen Gems, William Morris, Agency, MCA, and others, he said, that "we might be interested" in an hour-long western for that spot, if sponsors could be obtained.

He said Screen Gems Vice President-General Manager Ralph M. Cohn—key witness in the film groups' attack on network practices 10 days ago—and SG associates visited ABC and "very preliminary" discussions were held. He said there was a discussion of the possibility of ABC getting sharing rights, to which ABC felt entitled because of its role in financing and selling the series and the assistance its program department would give. Mr. Cohn, he said, took the position that ABC should have no sharing rights, although earlier he had suggested to other ABC people that perhaps ABC should have 10% of profits.

No Sponsor Interest

Mr. Kintner said he then suggested that they'd better see if there was any sponsor interest; that subsequently he checked American Tobacco and was told it was not interested in an hour-long western, and that General Foods was not interested in the time period. "It was dropped," he said, referring to the discussion with Screen Gems.

Mr. Kintner denied that he had "called in" Screen Gems for the discussion, and stressed that "there was never any statement or indication that Screen Gems could not have the time period after *Disneyland* unless they gave us a participation."

He felt Mr. Cohn's recollection must be faulty if he thought that ABC might have been in position to reserve the time period for possible sale of the program by Screen Gems—the time period, he pointed out, was already reserved by American Tobacco.

Mr. Kintner appeared to startle some of the committee members when he reported that what American Tobacco finally signed, and ABC accepted, for that time period was *Navy Log*, a show bought from CBS-TV Film Sales, a division of CBS.

The committee wanted to know if Mr. Kintner knew of any instance in which time was bought on ABC-TV, except through an agency. Mr. Kintner knew of none.

Did ABC have a policy against direct sales? The question has never come up, Mr. Kintner replied.

But wouldn't an advertiser save himself the 15% agency commission by buying direct? Mr. Kintner said he could not answer "in that context."

He assumed that the reason advertisers prefer to deal through agencies is that agency services are "very real"—that agencies have "know-how" and perform many services that, presumably, advertisers would rather entrust to them than handle themselves.

Counsel Maletz, entering ABC-TV's rate card in the record, questioned the network president at length about discounts.

Mr. Maletz tried at some length to get Mr. Kintner to say that the discount provisions are in effect a "quantity discount system." Mr. Kintner insisted that the continuity and contiguity of advertising, which the discount struc-

KRON TV
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KRON TV
KRON TV
KRON TV

Just Look At That Coverage!

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD

"SHEENA" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market

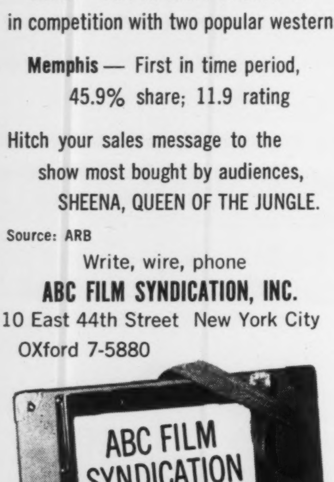
Tulsa — 60.7% share of audience in competition with two popular westerns

Memphis — First in time period, 45.9% share; 11.9 rating

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street New York City
OXford 7-5880



ture recognizes, are important to the network and help assure stability of operation, but finally he agreed to the "quantity discount" term.

Doesn't this discriminiate in favor of the large advertiser as opposed to the small advertiser, Mr. Maletz wanted to know.

Mr. Kintner didn't like the word "discriminate"—which Mr. Maletz agreed to change to "differentiate"—and said the question was "hard to answer 'yes' or 'no.'" ABC-TV does have certain programs that are designed especially for the small advertiser, he pointed out, calling attention to the Thursday 8-9 p.m. program (*Circus*) on which one-minute participations are available.

Chairman Celler said he wanted Mr. Kintner to know that he was happy to see "ABC here," that it was not the subcommittee's intention to "hurt ABC" and that nothing "personal" was meant.

While ABC welcomes programs produced by outside organizations, it nevertheless reserves the right to approve or not to approve the programming, Mr. Kintner reminded, since the network should consider its national interest and its quality. As he did many times later during the afternoon, Mr. Kintner stressed the need for a network to ascertain whether a program "contributes to a balanced program structure."

Chairman Celler said that a chief question in the subcommittee's mind was whether chain broadcasting should control programs and that this was also a chief point under discussion by Mr. Hansen, who made "strong strictures" againt the control.

Mr. Kintner questioned whether a network could operate efficiently without "some control" and thought program balance must also take in news and religious fare as well as entertainment.

Maybe this is a question of the *degree* that a network has control of programming? Well, Mr. Kintner reflected, one cannot force an affiliate to take a program.

Committee counsel asked the ABC president if the use of option time by a network in reality restricted the station licensee and hampered what opportunity the station might have to program shows of "local interest."

Mr. Kintner's answer was "no." He reminded that a station could cancel its affiliation but thought that as a reality, stress on this factor of inability to program shows of local interest was "greatly exaggerated as a problem."

Pressed as to what choice was open to a station that is in a three-station market—with each of the stations affiliated with a network—if it did not like the option time provision of its contract, Mr. Kintner observed that in practice the station would have greater "bargaining power" with a network. But for the sake of discussion, Mr. Kintner pointed to syndication programs and, for example, such programming now available from National Telefilm Assoc. (NTA) that has recently formed a film network.

Recalling the film distributors' document before the FCC which called for a reduction of nighttime option hours from three to one-and-one-half hours, counsel Maletz asked if this would be a "sufficient" segment of time "to maintain network operations."

Mr. Kintner took dim view of this proposal, underlining the investment which the networks place in shows and in service to stations. The stations make money, not the networks, he said. To this, Chairman Celler raised eyebrows until Mr. Kintner explained further that a network makes its money primarily through its own stations not from servicing others.

Mr. Kintner, continuing with his statement, said he wanted to defend as "absolutely necessary" to network business two aspects of its operation which had been criticized before the subcommittee, that of network option time and that of the "must buy."

Taking up option time first, Mr. Kintner said, the network could not afford investments in programs, talent, organization, plant and connecting lines unless "reasonable" assurance was forthcoming of clearance of certain hours, morning, afternoon and night, an assurance necessary to sell time to national advertisers.

Mr. Kintner's reference to "talent" set off a long search by subcommittee counsel—Mr. Pierce leading the questioning—on performer contracts ABC has in force. Mr. Kintner said ABC had about four performers under contract, and promised to supply all data on such contracts to the subcommittee to the extent the material would not be revealing to competitors.

He said ABC had no artists signed up for more than 10 years but that there were examples of such contracts which run between 5 and 10 years (Walt Disney is said to have a seven-year contract with ABC).

How Long the Life Span

Questioners then tried to research the life span of a star or other creative person on television. Mr. Kintner, who smiled a hope that "Disney goes on forever," thought the tv-life span was relative but finally conceded a writer has 10 to 12 years; stars from 5 to 10 years. He explained, in answer to subcommittee wonderment, that long-term payments were made for the star's "economic security," although, he admitted, it was true that sometimes these payments were given in this way for tax purposes as well.

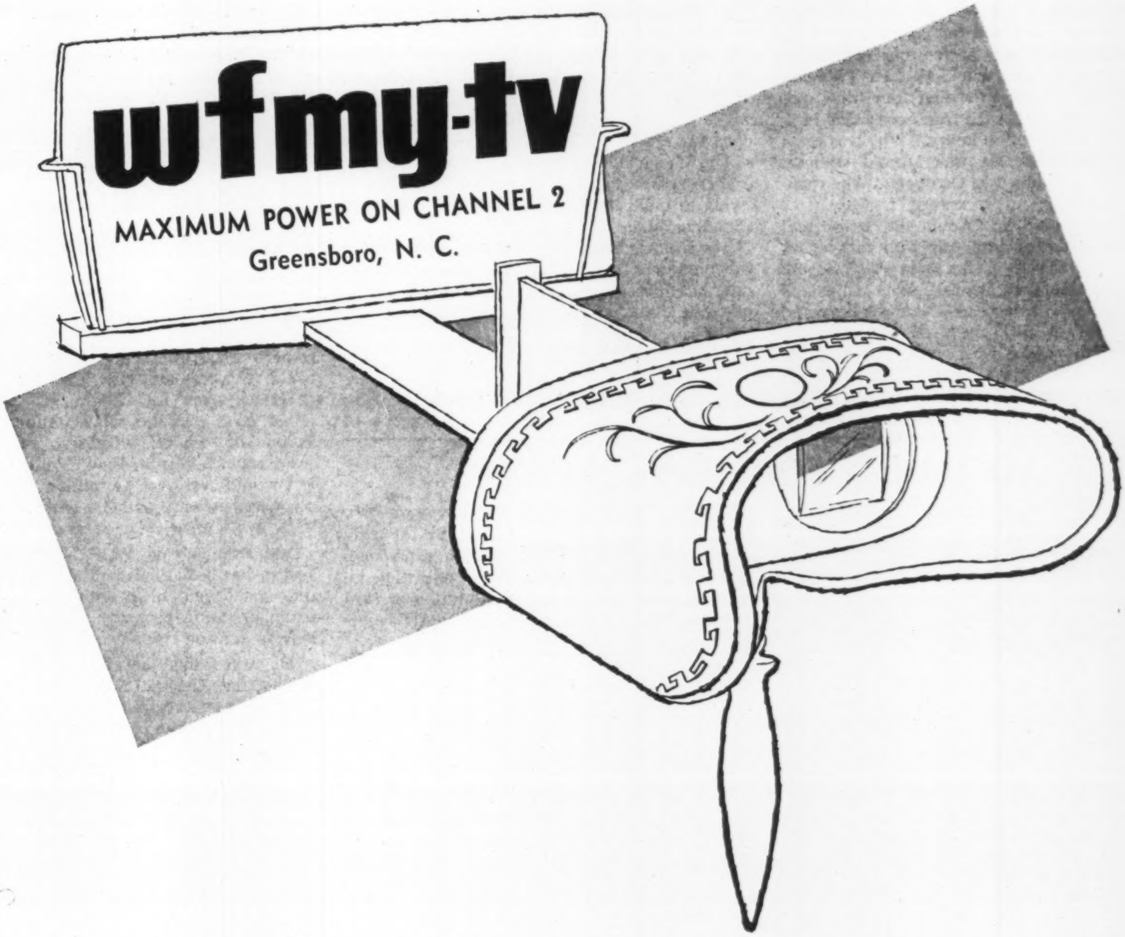
"Exclusively" in contract provisions was discussed, with subcommittee counsel intimating that an independent producer would be placed at a disadvantage because of network tie-ups of talent. Mr. Kintner said he could not agree with this thinking; that independent producers had access to good talent and stars and ABC, as one network, would enter into negotiation for its contracted stars to appear. He noted that, after all, the network certainly was interested in having its stars exposed to the public as much as possible.

The subcommittee shifted its gears and drove into the methods ABC uses to compensate its stations. In general, Mr. Kintner said, ABC-TV had 72 primary affiliates and also "does business" with "130 or more" affiliates which also carry CBS and NBC programming; that under the standard contract, primary stations give 22 hours free to the network after which they receive 30% based on the "unit hour." On non-primary stations, he said, payment was 30% on the first hour and on up to 50%, with no free hours. Later he explained that 30% is the "general" minimum, but sometimes ABC gets a "fairly good deal." On the other hand, he said "we have paid as high as 61.2%."

Mr. Maletz wanted to know if "basic affiliated stations" receive the same percentage of compensation. Mr. Kintner said yes.

In an apparent attempt to prove a wide variance in the rate of compensation paid to affiliates, subcommittee assistant counsel Julian H. Singman cited various provisions in contracts negotiated by ABC with certain stations. In the case of KHSL-TV Chico, Calif. (also CBS affiliate), for example, Mr. Singman noted the station obtains from ABC 15% for live commercial programming and 30% for film, while WBZ-TV Boston (NBC affiliate), he said, was paid 50% as was KSD-TV St. Louis (also CBS & NBC).

Mr. Kintner explained the variance as being due to the importance to the network of getting into such markets as Boston and St. Louis. For this reason, network compensation can be higher. Asked about a sliding-scale percentage



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used in certain contracts (cited was WATR-TV Waterbury, Conn.) Mr. Kintner said that the percentages averaged out to 30% but that "some station managers prefer this form."

Mr. Singman noted that WFIL-TV Philadelphia received 30% for the first four hours per month in excess of the 22 free hours and 35% for hours in excess of 60 hours. Why was that? Mr. Kintner noted this was an old contract which is being changed in October to "the regular free hours, plus a percentage."

Mr. Kintner said he "would like to object" to this disclosure of contracts with call letters identified. Chairman Celler said ABC would not be discriminated against, since CBS and NBC affiliation contracts also would be entered in the record. A B•T check of ABC counsel, however, indicates ABC's opinion is that although the contracts will be part of the "written record," they won't be available for public inspection. Spokesmen for another network, nevertheless, were doubtful that the contracts could be kept from the public, once entered in the record.

Various exceptions to the standard waiver were cited by Mr. Singman in ABC agreements. Mr. Kintner explained them, noting for example that KGEO-TV Enid, Okla., was required to waive 37 hours compensation because of the line haul and for the reason that there is a "very low rate" on the station because it is trying to build itself up to cover the Oklahoma City market.

Mr Kintner received authorization from the subcommittee to substitute new contracts either now in effect, or about to go into effect, in the place of outdated contracts for the record.

Walter C. Bridges

President, WEAU-TV Eau Claire, Wis.

Mr. Bridges said WEAU-TV Eau Claire picks up and rebroadcasts the NBC programs of KROC-TV Rochester, Minn., about 75 miles away, with both KROC-TV's and the network's permission. Through use of its own private pickup station, KSG-47, near Mondovi, Wis., about 20 miles away, built at a cost of $12,500, WEAU-TV gets the KROC-TV signal for only $150 per month.

But WEAU-TV's special temporary authorization from the FCC would be jeopardized, he said, should AT&T decide to furnish regular service into Eau Claire, and the station would have to pay about $4,109 a month (this amount reduced in tariffs quoted this year, to $3,805). For the seven years WEAU-TV expects the relay station to be serviceable, the difference in the costs it is paying at present and what it would be paying to AT&T is $25,100 and $319,620, respectively, Mr. Bridges said. WEAU-TV also could, if necessary, use KSG-47 to retelecast programs from La Crosse, Wis., at no additional cost, and the relay station could serve as one of two relay links to bring programs from Minneapolis-St. Paul. Similar AT&T services would cost over $1 million for seven years, compared to only $50,000 with use of WEAU-TV's own relays, Mr. Bridges added.

Mr. Bridges said WEAU-TV's private relay system has been "indispensable" to its construction and development and without such a system the station probably would have not been able to stay on the air.

He urged that the FCC adopt its proposed rulemaking, begun Sept. 15, 1954, toward permanent authorization of private inter-city relay stations where AT&T charges cost more.

Rep. Celler told Mr. Bridges that "it seems absolutely essential, as I see it, from your statement, for the FCC to change the rule concerning intercity relay. AT&T's power and insolence in this regard I think should be resisted by the FCC. It would appear that the only benefit of the present intercity rule is the enrichment of the AT&T and its affiliated companies."

Counsel Julian Singman brought out through questioning that the FCC has not acted on a formal rate investigation it began in 1948 for network transmission services and facilities from AT&T, to which Rep. Celler commented: "I will state for the record that if that is true I think it is outrageous, and the FCC certainly ought to render some sort of a decision after a short inquiry. . . . I will instruct counsel to send this part of the testimony to the FCC."

Vance L. Eckersley

WGBI-TV Scranton Lawyer

Mr. Eckersley, representing WGBI-TV Scranton, Pa., said it is one of four uhf stations in the Scranton-Wilkes Barre-Hazelton area.

WGBI-TV, he said, also has a private intercity relay system from which it picks up CBS programs from WCBS-TV New York and WCAU-TV Philadelphia with no charge from the network.

If WGBI-TV were forced to use common carrier service, it would have to pay $25,000 a year more than its costs now if the station ordered the service from the network and $66,000 more if it simply used common carrier service to bring the signal from Philadelphia or New York.

WGBI-TV's private relay costs $500 a month or $6000 a year, he said. If WGBI-TV used common carrier service either from Philadelphia or New York it would cost $72,000 a year. For network service, CBS would charge 150% of WGBI-TV's weekly basic hourly rate of $400, he said, amounting to $31,200 yearly.

Either of the two more expensive systems would provide better service to WGBI-TV, both in quality of service and in the number of programs WGBI-TV could get, since in the latter

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MANY SAD SONGS FOR SONG WRITERS

AN OFF-BEAT session sang a Songwriters' lament over the ASCAP vs. BMI issue, nearly as old as Broadcast Music Inc. itself, last Tuesday during the Celler Subcommittee hearing.

A crowded and hectic "news conference" was held by a group of songwriters in the same building at the close of the morning session.

A similar theme to that presented by anti-BMI witnesses before the Celler group was played for the newsmen. Spokesmen included Oscar Hammerstein II, Arthur Schwartz, Richard Adler, Steve Allen and Otto Harbach.

Resurrected was the $15 million damage suit filed three years ago in Federal District Court in New York by the Songwriters of America, a splinter group of 33 ASCAP members. That suit was filed in the interests of some 3,000 music authors and composers [B•T, Nov. 16, 1953], and asked among other things, for the dissolution of NARTB and the divorcement of Broadcast Music Inc., from broadcasting industry ownership. The SOA complaint listed 43 defendants, including 16 companies and 27 individuals. CBS, RCA, NBC, AB-PT, General Teleradio (now RKO Teleradio Pictures), Storer Broadcasting Co., NARTB and BMI were the main defendant companies or organizations. The suit is still pending.

The Songwriters stated at the news conference that they "welcomed" the Celler investigation into broadcaster practices in view of their alleged unfair competition complaint against the radio-tv broadcasting industry which they claimed is leveled by broadcasters through control and ownership of BMI.

Mr. Hammerstein asserted "the broadcasting interests can determine whose music shall be heard and how often." Gist of the complaint is that the broadcasting industry uses its own facility, BMI, giving those BMI published works preference over ASCAP works.

Carl Haverlin, BMI's president, immediately counter-charged in a formal statement that the Songwriter group was attempting to use the Celler subcommittee "to publicize unsupportable charges made repeatedly over the past 15 years in one form or another." He said ASCAP made "substantially the same charges" in 1952 before the Justice Dept. "which, after thorough investigation, decided to take no action."

Mr. Haverlin declared, "We hope to dispose of these charges, once and for all, in the proper forum, the law suit, which is now pending."

He described the "facts" of the situation as: A federal court found eight years ago that ASCAP was a monopoly in violation of antitrust laws. "Relative position" of ASCAP and BMI is about the same today as it was then. About 85% of compositions on tv and 75% in radio are exclusively licensed by ASCAP. The latter collects about $22 million in revenues yearly, with its revenue from broadcasting increasing from approximately $4 million in 1941 to more than $18 million in 1955. BMI's revenues are only about a third of ASCAP's.

Networks own less than 20% of BMI stock, he continued, and use a smaller percentage of BMI-licensed music than the thousands of independent stations not BMI stockholders and not network-affiliated.

According to Mr. Haverlin, broadcasters could not favor BMI songs even if they wanted to, since music on the air is selected by artists all of whom are members of ASCAP with some (Perry Como, Eddie Fisher and Dinah Shore) having interests in ASCAP publishing houses. Music also is selected by advertising agencies, sponsors and "thousands of others."

Mr. Haverlin claimed that BMI was formed "to help meet the monopolistic control by ASCAP of the music licensing field," and thereby opened the way for composers whose music was not being heard. Successful songs are now written, he said, "not only by a small group in Tin Pan Alley, but by people in every walk of life in every part of our country . . . a healthy thing for the whole music industry."

In the "20,000 pages of testimony and 50,000 pages of exhibits" already amassed in the SOA lawsuit, Mr. Haverlin declared, "No concrete evidence of any kind has been produced of wrongdoing on BMI's part." He charged the plaintiff group with realizing "they cannot prove their case by courtroom evidence" and thus airing "unsupported and emotionally charged allegations" before a House subcommittee.

Mr. Allen, star of his own show on NBC-TV, explained his appearance at the conference as being because he expected his "earnings" as a songwriter to continue with ASCAP perhaps longer than his association with the network as a star, and that he was speaking as a composer "rather than as an entertainer."

Mr. Allen divorced himself from adherence to the entire SOA position by noting that he has not been "pressed" to use BMI recordings and songs at any time during his network activity. But, he said, this was not the case when he was employed by stations before he became a network personality. Local stations, Mr. Allen commented, have been "more careless" in their treatment of such people as Richard Adler.

Mr. Adler, who also spoke at the news conference, cited his "plugging" of his own compositions, talking to disc jockeys and program directors. He asserted he was turned down because the songs were ASCAP licensed.

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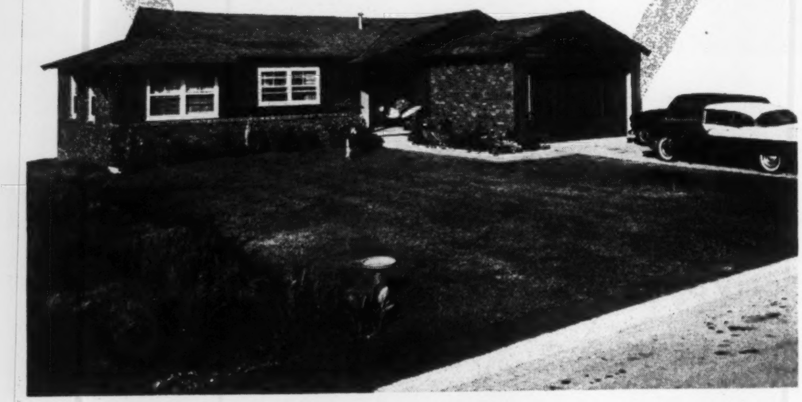

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case the Scranton station could carry programs blacked out on WCBS-TV or WCAU-TV, such as local baseball games, he said.

But the $25,000 or $66,000 WGBI-TV saves means the difference between profit and loss, he told the committee.

Allen B. DuMont
Board Chairman
Allen B. DuMont Labs

Dr. DuMont, opening Wednesday morning's testimony, submitted a copy of DuMont's allocations proposals in 1949 calling for four vhf or four uhf channels in each of the 100 top markets.

It is "obvious," he said, that about 75% of FCC allocations will never be used, and that the FCC has ignored economics in not giving preferences to cities of 100,000 or more population. The FCC's statement that it is "not concerned" with economics is "indefensible," he said, and the Commission's Priority 3—a choice of at least two tv stations to all parts of the U. S.—"clearly indicates their thinking that a two-network setup is all that is necessary." He blamed FCC's stress on geography instead of economics on "political pressure."

DuMont Tv Network failed, he said, because CBS and NBC could line up more stations than DuMont by financing provided through their established radio affiliates who also had tv stations. DuMont could have made out well despite this if allocations had provided for four non-intermixed stations in each of the top 100 markets, he said, but "that has never happened," and after losing money several years DuMont gave up.

DuMont would "seriously consider" going back into networking if stations were available, he said. He said DuMont Broadcasting Corp.'s profits from WABD (TV) New York and WTTG (TV) Washington are "very small" and "not sufficient at the present time."

He expressed the opinion that the country could support four or five or even more networks, with sufficient stations, and that CBS and NBC advantages were derived from the number of clearances they could get. As far as talent, he said, "there is not any trick in going out and hiring talent and putting on shows."

The present intermixed system is like putting one person on a bicycle and another in a jet plane and having a race, he said, despite "numerous statements by various members of the Commission that we should allow the stations and networks to fight this thing out on the good old American philosophy of commercial competition."

He charged that AT&T rates for interconnecting cables are set up to favor the two major networks.

Dr. DuMont said he felt there is "no question" that the FCC's all-uhf proposals, if implemented, would result in a "truly national competitive television system," but "I think they have to move on it instead of just talking about it."

The move to uhf, if made rapidly, would cost $1 billion to the American public for the change at $25 a set for the 40 million sets in use, he said, while transmitter owners would have to spend some $100 million for 500 transmitters at about $200,000 each. But by moving toward DuMont's 1949 proposals the costs would be reduced and would affect only 25% of the population and stations, Dr. DuMont continued.

He stood by his statement made before the Senate's Potter Subcommittee in 1954 that the "injection of color" during the 1948-52 tv

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freeze was "more than a coincidence." Asked to elaborate, he said he thought the CBS and NBC controversy over color was "just simply to prevent a final decision being made." He said he thought CBS was smarter than to think its system of color would be approved and that he felt CBS was trying to stall color while NBC was trying to push it.

Dr. DuMont said he did not agree that FCC's all-uhf proposal is better than a deintermixture system. Such a shift to uhf would take five to ten years, at least, if "you were not going to hurt a lot of people." In the meantime, uhf people would not be any better off for four or five years than they are now, he continued.

The DuMont board chairman said he thought the FCC's proposal for research and development on uhf "is the same sort of stall that Columbia pulled . . . It is simply something that is going to take two or three years to go through and it just stalls the decision so they do not have to make a decision until then. . . . I think they have ample information right now to go ahead with it."

Proposals to increase the power of uhf stations will not help much, he said, because the cost of putting up the high tower is not going to be commensurate with the slight additional coverage that will result.

John G. Johnson

Chairman, Uhf Industry Coordinating Committee

Mr. Johnson, chairman of the Uhf Industry Coordinating Committee and of the Committee for Competitive Television, representing a majority of uhf stations, testified Wednesday afternoon he doubted if uhf could ever catch up to vhf. Mr. Johnson, who is general manager of WTOB-TV Winston-Salem, N. C., and interested in other stations, said 28% of sets made in 1953 had uhf compared to a current level of 12%.

Networks tend to abandon uhf when vhf comes into a market, according to Mr. Johnson. He traced many of uhf's troubles to presence of vhf in the market. A possible 75% transition of tv stations to uhf was suggested. "If it (uhf) is worth moving to in 10 years, it is worth saving today," he said during a line of testimony covering FCC's proposed deintermixture. All vhf stations would suffer is a shift to equality with all other outlets, he contended.

Louis J. Appel Jr.

President, WSBA-TV York, Pa.

Mr. Appel said WSBA-TV York and Triangle Publishing Co. of Philadelphia were in contest for ch. 8 in York in 1948 when the FCC imposed a freeze on tv. After the freeze, ch. 8 was moved to Lancaster and given to pre-freeze WGAL-TV (then on ch. 4). WSBA-TV then got ch. 43. WSBA-TV pioneered against many difficulties, he said, but the FCC struck a "lethal blow" to uhf tv in the York-Harrisburg area when it authorized WGAL-TV in 1954 to increase to maximum power and move 15 miles closer to York and 14 miles closer to Harrisburg. Five York and Harrisburg stations requested that the FCC set aside its grant pending results of a hearing or stay the grant until uhf stations were more able to compete on an equal footing. FCC denied both requests, he said.

Two uhf stations in Reading have gone off the air, one in Chambersburg and another in Lebanon, he said. Revenue from national accounts has gone down steadily ever since at WSBA-TV, Mr. Appel said, although its viewers have increased "at least 10-fold." In its 45 months, of operation WSBA-TV has yet to show a profit, he added.

With ABC affiliation, WSBA-TV's situation is improving, Mr. Appel said, but he expressed fear that WSBA-TV would lose its ABC affiliation to the uhf station being reactivated in Lebanon by WFIL-TV Philadelphia, which holds the ABC affiliation in that city. He asked that the committee obtain WGAL-TV revenue figures for 1953-55 and compare them with uhf losses in the area for the same period. ABC, he said, has been helpful and has refused advertiser pressure to place individual programs on WGAL-TV.

A. K. and Richard Redmond

WHP-TV Harrisburg

The Messrs. Redmond of WHP-TV Harrisburg said they applied for ch. 8 at Harrisburg in 1947, but it was moved to York, and ch. 10 was moved to Harrisburg, for which they applied. No FCC decision had been made by the time of the freeze, they said, and when the freeze was lifted there was no vhf channel assigned to Harrisburg.

Eventually, they received ch. 55 and went on the air April 1, 1953. WHP-TV was among the uhf stations trying to stop WGAL-TV Lancaster from increasing power and moving its transmitter, they said. WGAL-TV's transmitter now is 22 miles from Harrisburg, the witnesses continued. Although WHP-TV is a CBS affiliate, it loses programs to WGAL-TV, which carries both CBS and NBC programs, they testified, adding that losses of programs to WGAL-TV means loss of prestige in addition to money. They described WGAL-TV as "a powerful giant, an octopus stretching out its arms and putting other people out of business."

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Cost per 1,000 sets....:	.50	2.09	1.42
Cost** per minute spot...:	$17.00	$200.00	$70.00
Cost per 1,000 sets....:	.11	.75	.47
Cost** per 20 second spot.:	$11.33	$200.00	$70.00
Cost per 1,000 sets....:	.07	.75	.47

***Television Magazine, July 1956**
****(SRDS) 1956 National Rates for AA time.**

Note: ARB & Pulse, Inc. rate WTOV-TV with 177,000 sets

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NBC-TV SETS UP SEASON'S SPECIAL SHOWS

Network's 1956-57 season fare to include drama, opera, musical comedies, ballet, concerts and 'telementaries.' Many to be 90 minutes in length and in color.

PREVIEW list of NBC-TV's special programs for the coming season, those of the spectacular length and many in color, was revealed last week by Thomas A. McAvity, executive vice president in charge of NBC-TV programming and sales. In the 1956-57 showcase are drama, opera, musical comedies, ballet, concerts and "telementaries."

In his breakdown, Mr. McAvity, listed 29 hour-and-a-half spectaculars (13 *Producers' Showcases*, 10 *Saturday Night Spectaculars* and six *Hallmark Hall of Fame* programs), six NBC-TV opera theatre presentations (including two "premieres"), three or four special "Holiday Spectacles," four *Project 20* documentaries and at least two new *Telescope* telementaries.

A roster of outstanding stars and producer-directors are mentioned, among them Alfred Lunt and Lynn Fontaine, Maurice Evans, Anatole Litvak, Mary Martin, John Huston, Arthur Rubinstein, Garson Kanin, Marian Anderson, Gordon Jenkins and Sol Hurok.

The network has turned to the great works of literature in presenting "new" material, such as *War and Peace*, to phonograph records ("Manhattan Towers"), to Greek drama (*Lysistrata*), to Broadway (*Born Yesterday*), as well as to original scripts ("Jack and the Beanstalk.")

NBC-TV's list of programs, stars and dates scheduled:

Saturady, Sept. 29 (9-10:30 p.m., EDT)—Esther Williams in "Aqua Spectacle of 1957," the *Saturday Night Spectacular* season opener.

Monday, Oct. 15 (8-9:30 p.m. EDT)—William's Wyler's production of Somerset Maugham's "The Letter" on *Producers' Showcase*.

Tuesday, Oct. 16 (8-9 p.m., EDT)—Season premiere of *Project 20* series, "The Great War."

Saturday, Oct. 27 (9-10:30 p.m., EDT)—"Manhattan Tower," an original musical produced by Gordon Jenkins and starring Pete Marshall, Helen O'Connell, Phil Harris, Ethel Waters and Cesar Romero.

Sunday, Oct. 28 (7:30-9 p.m., EST)—Mary Martin and Paul Douglas will star in "Born Yesterday," produced and directed by Garson Kanin.

Monday, Nov. 12 (8-9:30 p.m., EST)—"Jack and the Beanstalk," an original musical starring Celeste Holm with Cyril Ritchard, Peggy King, Billy Gilbert and others.

Sunday, Nov. 18 (2-4 p.m., EST)—The opening performance of the NBC-TV opera "La Boheme."

Saturday, Nov. 24 (9-10:30, EST)—"High Button Shoes," starring Nanette Fabray; music and lyrics by Jule Styne and Sammy Cahn.

Sunday, Nov. 25 (9-10:30 p.m., EST)—Maurice Evans stars in George Bernard Shaw's "Man and Superman."

Thursday, Dec. 6 (time to be announced)—"Call to Freedom" in *Project 20* series.

Monday, Dec. 10 (8-9:30 p.m., EST)—S. Hurok presents his second annual "Festival of Music" with great names of concert world including Arthur Rubenstein, Marian Anderson, Andre Segovia and others to be announced.

Sunday, Dec. 16 (time to be announced)—"Amahl and the Night Visitors," NBC's traditional Christmas opera.

Sunday, Dec. 16 (7:30-9 p.m. EST)—Hallmark Hall of Fame.

Saturday, Dec. 22 (9-10:30 p.m., EST)—Sonja Henie in a 90-minute color spectacular, all on ice.

Monday, Jan. 7 (8-9:30 p.m., EST)—John Huston's production of Aristophanes' comedy "Lysistrata"; cast to be announced.

Sunday, Jan. 13 (time to be announced)—The Amercan premiere of Prokofieff's "War and Peace" by NBC-TV Opera.

Saturday, Jan. 19 (9-10:30 p.m., EST)—The *Saturday Night Spectacular.*

Monday, Feb. 4 (8-9:30 p.m., EST)—"Mayerling," Anatole Litvak's production with Audrey Hepburn and Mel Ferrer in lead roles.

Sunday, Feb. 10 (time to be announced)—Verdi's "La Traviata" by NBC-TV Opera.

Sunday, Feb. 10 (9-10:30 p.m., EST)—Hallmark Hall of Fame.

Saturday, Feb. 16 (9-10:30 p.m., EST)—The *Saturday Night Spectacular.*

Monday, March 4 (8-9:30 p.m., EST)—S. Hurok to present "Romeo and Juliet," starring Claire Bloom, John Neville and Paul Rogers, on *Producers' Showcase.*

Sunday, March 10 (time to be announced)—NBC-TV's opera's production of "La Grande Breteche," new work commissioned by NBC and based on Balzac's story. Stanley Hollingsworth is composer.

Saturday, March 16 (9-10:30 p.m., EST)—Tv "Emmy" Awards.

Sunday, March 17 (7:30-9 p.m., EST)—Hallmark Hall of Fame.

Monday, April (8-9:30 p.m., EST)—Alfred Lunt and Lynn Fontaine in "The Great Sebastians" on *Producers' Showcase.*

Wednesday, April 10 (8:30-10 p.m. EST)—Hallmark Hall of Fame.

Saturday, April 13 (9-10:30 p.m., EST)—Saturday Night Spectacular.

Sunday, April 21 (time to be announced)—NBC-TV Opera—Richard Strauss' "Electra."

Monday, April 29 (8-9:30 p.m., N. Y. Time)—Sol Hurok to present Sadler's Wells Ballet production of "Cinderella," starring Margot Fonteyn, Frederick Ashton, Michael Somes and Beryl Grey, on *Producers' Showcase.*

Saturday, May 11 (9-10:30 p.m., NYT)—Saturday Night Spectacular.

Monday, May 27 (8-9:30 p.m., NYT)—Producers' Showcase.

Saturday, June 8 (9-10:30 p.m., NYT)—"Ice Capades of '57" on *Saturday Night Spectacular.*

Monday, June 24 (8-9:30 p.m. NYT)—Producers' Showcase.

Monday, July 22 (8-9:30 p.m., NYT)—Producer's Showcase.

Monday, August 19 (8-9:30 p.m., NYT)—Producers' Showcase.

WROC-TV Makes ABC Tie

ABC-TV last week announced the signing of an agreement with Transcontinent Television Corp., new owner of WROC-TV Rochester (formerly WHAM-TV) [AT DEADLINE, Sept. 17], whereby the ch. 5 station will carry some ABC-TV programs that cannot be cleared on the network's primary affiliate in Rochester, WHEC-TV, WVET-TV, which share ch. 10. WROC-TV continues as an NBC-TV affiliate.

Important Visitor

LAST MONDAY was "Television City Day" in California, so declared by Gov. Goodwin J. Knight in honor of the millionth visitor to Hollywood's Television City. Gov. Knight officiated at ceremonies marking the occasion and greeted the special guest on *The Bob Crosby Show* (12:30-1 p.m., PDT, CBS-TV).

McFADDEN TO FILL DENNY'S NBC POST

THOMAS B. McFADDEN, vice president in charge of NBC-owned WRCA-AM-TV New York since last April, last week was named successor to Charles R. Denny as vice president in charge of the NBC-owned stations and NBC Spot Sales [AT DEADLINE, Sept. 17]. Mr. Denny was promoted to executive vice president of operations in a realignment of the network's top echelon [B•T, Sept. 10].

Succeeding Mr. McFadden as manager of WRCA-AM-TV was William N. Davidson, former manager of WRCA-TV. Both Mr. McFadden and Mr. Davidson joined NBC at the ladder's bottom rung: Mr. McFadden as a page in 1934 and Mr. Davidson as a messenger in 1938.

MR. McFADDEN

MR. DAVIDSON

Spot sales director since 1952 and vice president since 1954, Mr. McFadden joined NBC news in 1935 and remained there until World War II, first as a writer, then analyst and later as sports editor. After serving with the Army Air Corps in the war, he returned to NBC news, became news and special events director of WRCA (then WEAF) and in 1947 became station manager. In 1948, he was named to a similar post with NBC-TV's pioneer station in New York, WNBT (TV), now WRCA-TV. In 1950, he was transferred to KNBH Los Angeles (now KRCA) as station manager and in 1952, returned to New York as spot sales director.

Mr. Davidson resigned a station relations post with NBC in 1941 to join J. Walter Thompson Co. as assistant timebuyer and, after wartime service in the Army, returned to the Thompson agency, subsequently serving in various capacities at that agency, Benton & Bowles, Free & Peters (now Peters, Griffin, Woodward) and ABC. He rejoined NBC in 1952 as eastern sales manager in radio spot sales, becoming national sales manager that same year. In February 1954, Mr. Davidson was transferred to Cleveland as assistant general manager and sales director of the then NBC-owned stations there, WTAM and WNBK (TV), returning to New York in 1955 as assistant general manager of WRCA-AM-TV. This past June, Mr. Davidson became manager of WRCA-TV.

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The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

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1150
WISN
Milwaukee
RADIO

John B. Soell, Director

12
WISN-TV
CHANNEL MILWAUKEE
BASIC ABC AFFILIATES

Represented by **Edward Petry & Co., Inc.**
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

COMPARATIVE NETWORK AM SHOWSHEET

E

	SUNDAY			
	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News F.B.I.	Seaboard Drug Walter Winchell	Monitor *
6:15	Paul Harvey News		Seeman Bros. Tomorrow's Front Page (6:15-6:25) Kraft—News	Mutual of Omaha On the Line with Bob Considine Monitor *
6:30	Quincy Howe	Liggett & Myers Gunsmoke (282)	Bill Hillman Commentator	"Meet the Press"
6:45	George Sokolsky	News	General Tire Sports Time This Fabled World	
7:00	Weekend News Bryson Rash	TBA	"By the People"	Monitor *
7:15	Overseas Assignment			
7:30	Speak'g of Sports All-Star Country Show	Juke Box Jury	Pan American Panorama	
7:45				
8:00	Texaco News All Star Country Show Co-op	B&W News (197) Mitch Miller	Hour of Decision Billy Graham Evangelistic Assoc.	
8:15				
8:30	Speak'g of Sports All-Star Country Show Co-op		Lutheran Hour Repeat	
8:45				
9:00	Texaco News All-Star Country Show Co-op	News Basin Street Jazz	Sounding Board	
9:15				
9:30	Speak'g of Sports All-Star Country Show Co-op	Dance Orchestra	Manion Forum Dean Clarence Manion	
9:45		News	Co-op Keep Healthy Heatter	
10:00	Erwin Canham	Face the Nation	Music From Studio X	Billy Graham ** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk			
10:30	The Assemblies of God "Revival Time"	Church of the Air S		American Forum
10:45				
11:00	Texaco News Imagination	News	Wings of Healing	** Hour of Decision (Split Network) and * Monitor
11:15 PM		Dance Orchestra		

	MONDAY			
	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State			
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Here's Hollywood Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Bing Crosby	Amer. Home Prd. Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45	ABC Late News	Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ***
8:00	American Music Hall	Robt. Q. Lewis Shop	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
8:15	ABC Late News			Boston Symphony Orchestra
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	Danger with Granger	
8:45		Chev. News (199)	News	
9:00	American Music Hall	My Son Jeep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:15	ABC News	Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:30	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
9:45	News	Eric Sevareid S	Heatter	Election Trends
10:00	Vandercook, CIO Imagination Milton Cross	Dance Orchestra	Music From Studio X	Chet Huntley Net. Part.
10:15	News			World of Music
10:30	Imagination Milton Cross			Operation Entertainment
10:45	ABC Late News			
11:00	Imagination	News	Virgil Pinkley	No Network Service
11:15 PM	Late News	Dance Orchestra	Studio X Music	News of the World

	TUESDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State			
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Bing Crosby	Gabriel Heatter	Miles Labs & (S) News of World *****
7:45	ABC Late News	Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
8:00	American Music Hall	Robt. Q. Lewis Shop	Treasury Agent (Participating)	Dragnet
8:15	News S			
8:30	Americap Music Hall	Suspense	Big City	B&W News Biography In Sound
8:45	News	Chev. News (199)	News	
9:00	American Music Hall	My Son Jeep	Bob & Ray	
9:15	ABC News	Yours Truly Johnny Dollar	TBA	
9:30	Best Bands of the Land	Campaign '56	The Army Hour	Ted Heath & His Music
9:45	News	UN Report Eric Sevareid S	Amer. Home Prd. Gabriel Heatter	Election Trends
10:00	Vandercook, CIO Imagination Milton Cross	Dance Orchestra	Music From Studio X	Chet Huntley Net. Part.
10:15	News			World of Music
10:30	Imagination Milton Cross			Nightlife with Nordine
10:45	ABC Late News			
11:00	Imagination	News	Virgil Pinkley	No Network Service
11:15 PM	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

	WEDN	
	ABC	CBS
6:00 PM	No Service	Allan Jackson
6:15		No Service
6:30	ABC—News Mel Allen All State	
6:45	No Service	Delco Batteries Lowell Thomas (199)
7:00	CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Andy Music Hall (198)
7:15	Co-op Quincy Howe	
7:30	Mysteries	Bing Crosby
7:45	ABC Late News	Ed. R. Murrow (82)
8:00	American Music Hall	Robt. Q. Lewis Shop
8:15	News S	
8:30	American Music Hall	Westinghouse Pick a Winner (195)
8:45	News	Chev. News (19
9:00	American Music Hall	My Son Jeep
9:15	News S	Yours Truly Johnny Dollar
9:30	Best Bands of the Land	Washington the World
9:45	News	Eric Sevareid
10:00	Vandercook, CIO Pabst Fights	Dance Orchestra
10:15		
10:30		
10:45	ABC Late News	
11:00	Imagination	News
11:15 PM	Late News	Dance Orchestra

DAYT

	SUNDAY			
	ABC	CBS	MBS	NBC
9:00 AM	ABC News Great Moments Great Composers	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15		Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy (Split) ** Evangelical Assoc "Bible Study Hour"
9:45				
10:00	Texaco News Message of Israel S	Chev. News (178) E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	Voice of Prophecy (Split) ** * "Monitor"
10:45				
11:00	Sunday Melodies Marines in Review	News Washington Week	Dawn Bible Frank & Ernest (382)	Monitor * 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15		World Affairs	First Church How Christian Science Heals	
11:30	Texaco News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chev. News (170) Dorsey Brothers Show	As I See It Frank Kirkpatrick	
12:15 PM				
12:30	Moods in Melody	Freddie Martin Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Kraft News Front Page Exclusive	Monitor *
1:15			Airmen of Note Christian Herald Americans All	

	MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30				
9:45				
10:00	My True Story	Arthur Godfrey (Participating)	Cecil Brown	NBC Bandstand (Network-Local Participations)
10:15			Footnotes To Medical History Mutual Music Box	
10:30	When A Girl Marries		Kraft News Johnny Olsen Show	
10:45	Whispering Streets			
11:00	Grand Central Station		Kraft News Story Time	
11:15	Jack Paar Show			
11:30	ABC Late News Your Happy Holiday	Kathy Godfrey	Queen for a Day Participating	
11:45		Wrigley Howard Miller (144)		
12:00 N	Valentine	Slenderella W. Warren (144)	Gabriel Heatter Gayelord Hauser	No Network Service
12:15 PM	Luncheon at Astor	C-P Stand. Brands Backstage Wife	Constance Bennett Show	
12:30	No Network Service	Mentholatum Toni, Sleep-Eze H. Trent (186)	No Service	
12:45		Colgate Our Gal Sunday Corn Prod. (82)		
1:00	Co-op Paul Harvey	ExLax, Toni Corn Prod. Nora Drake	Co-op Cedric Foster	
1:15	Co-op Ted Malone	Lever MWF Aunt Jenny (198)	Allen Ladd's Modern Moods	

	SATURDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00		Chv. Jackson 192 Galen Drake		
10:15				
10:30	All-League Club House	D-Con (20) Galen Drake *	Kraft News Conference Call	
10:45		Slenderella (110)	I've Been Reading	
11:00	Texaco News TBA	News Robt. Q. Lewis	Kraft News I Ask You	
11:15		Realemon (198)		
11:30	Platter-brains	Slenderella Bartlett	Musical Wheel of Chance	
11:45		Milner (197)		
12:00 N	Texaco News World Tourist	Chev., Jksn. (183) Romance S	Kraft News Magic of Music	
12:15 PM	Andy Reynolds Ranch Boys S			
12:30	American Farmer S	Liggett & Myers Gunsmoke (199)		DeSoto You Bet Your Life (Split Network) Monitor *
12:45		Weather		
1:00	Texaco News Navy Hour S	Chev., Jksn. (185) Man Around The House	American Living	Allis-Chalmers National Farm & Home Hour
1:15		Football		Morton Salt (Split) "Monitor"

	ABC
1:30 PM	Texaco News Pilgrimage
1:45	
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Dr. Wyatt Wings of Healing
2:45	Texaco News
3:00	Sammy Kaye Sunday Serenade
3:15	
3:30	Dr. Billy Graham Hour of Decision (223)
3:45	
4:00	
4:15	Gospel Bcstg. Old-Fashioned Revival Hr.
4:30	
4:45	
5:00	Disaster
5:15	Texaco, Weekend Speak'g of Sports
5:30	TBA
5:45 PM	

VENING

WEDN	ESDAY		THURSDAY				FRIDAY				SATURDAY				
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
n Jackson	Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Texaco News Pan American Union	News New Orleans Jazz Band	John T. Flynn	Monitor *	6:00 PM
Service				No Service				U.N. on the Record S		Richard Harkness Co-op			World Traveler		6:15
			ABC—News All State Mel Allen				ABC—News All State Mel Allen			No network Service	Sports Kaleidoscope	Saturday at the Chase	Report from Washington		6:30
Batteries ll Thomas (199)	Here's Hollywood Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Here's Hollywood Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Thoughts in Passing		Dinner Date Kraft News		6:45
Carter s 'n' Andy sic Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Texaco News At Ease	News Saturday Night Country Style	Pop The Question		7:00
	Dinner Date	No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service					7:15
g Crosby	Amer. Home Prd. Gabriel Heatter	Miles Labs. & (S) News of World (158)	Mysteries	Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World (168)	Mysteries	Bing Crosby	Amer. Home Prd. Gabriel Heatter	Miles Labs & (S) News of World (168)	Mysterytime		Hawaii Calls		7:30
R. Murrow (82)	What's Your Opinion	One Man's Family ***	ABC Late News	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	One Man's Family ***	ABC Late News	Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ***	Speak'g of Sports				7:45
Q. Lewis Shop	Gangbusters (Participating)	Network Participations People Are Funny	American Music Hall	Robt. Q. Lewis Shop	Official Detective (Participating)	Network Participations The Great Gildersleeve	American Music Hall	Robt. Q Lewis Shop	Counterspy (Participating)	Network Participations The Bob Hope Show	Texaco News Vincent Lopez Show	Chev. News (192) Treasury of Music	Bandstand USA		8:00
			News S				News S				It's Your Business				8:15
stinghouse x a Winner (195)	Crime Files of Flamond	Recollections at 30	American Music Hall	21st Precinct S	It's a Crime Mr. Collins	Conversation	American Music Hall	CBS-Radio Workshop	City Editor	National Radio Fan Club		Dorsey Brothers Orchestra			8:30
		B&W News	News			News-Don Pardo	News				As We See It				8:45
. News (19 Son Jeep	Corn Products Press Conference	X Minus One	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	Can Freedom Win	American Music Hall	Chev. News (199) My Son Jeep	News Bob & Ray	NBC Job Clinic National Radio Fan Club	Texaco News National Juke Box	News Dance Orchestra			9:00
ours Truly nny Dollar			News S	Yours Truly Johnny Dollar	UN Radio Review		News S	Yours Truly Johnny Dollar	UN Radio Review		Speak'g of Sports				9:15
ashington the World	Family Theatre	Sound Flight '56	Best Bands of the Land	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)	Best Bands of the Land	So They Say	True or False		Best Bands in the Land			R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
c Sevareid			News	Eric Sevareid S			News	Eric Sevareid S		Inside Story with Victor Riesel	Texaco News	News S			9:45
Dance Orchestra	Gabriel Heatter Music From Studio X	Election Trends Chet Huntley Net. Part.	Vandercook, CIO Imagination Milton Cross	Dance Orchestra	Amer. Home Prd. Gabriel Heatter Music From Studio X	Election Trends Chet Huntley Net. Part.	Vandercook, CIO Imagination Milton Cross	H. Hickman Football Forecasts	Studio X Music	Gillette Boxing	Lawrence Welk Army Show	Dance Band	Renfro Valley Dance Barn	Monitor *	10:00
		This Is Moscow	ABC News			Carling Cons. Club	ABC News	Dance Orchestra		Sports Digest	Speak'g of Sports Rhythm on Parade				10:15
		Salute	Imagination Milton Cross			Jane Pickens Show	Imagination Milton Cross			Sports Highlights		Basin Street Jazz			10:30
			ABC Late News				ABC Late News								10:45
News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Dance Time		11:00
Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Late News	Dance Orchestra			11:15 PM

AYTIME

SUNDAY				MONDAY - FRIDAY				SATURDAY			
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
exaco News Pilgrimage	Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"	Closed Circuit	Mentholatum Corn Prd., Sleep-Eze—Dr. Malone Road of Life (5)	Luncheon with Lopez	No Network Service	Speak'g of Sports Shake the Maracas	Football Games	BBC Jazz Club	DeSoto (Split Net.) Monitor
aling Waters Inc. Oral Roberts	News TBA	London Studio Concerts	Monitor *	No Network Service	P&G news (283) Right to Happiness, Ex-Lax Sleep-Eze	Kraft News Jazz Roost		Texaco News Festival		Kraft News Jack Pyle Show	Football Game of the Week (Each Sat.) (Co-op Basis) with "Monitor" resuming at the Conclusion of the "Game"
Dr. Wyatt ngs of Healing	World Music Festival	Band Concert	The Catholic Hour	The Martin Block Show	Colgate Strike It Rich Pat Butrum Show (198) Wm. Wrigley	Mutual Matinee		Speak'g of Sports Festival		Lucky Pierre	
exaco News ammy Kaye Sunday Serenade		Bands For Bonds	Monitor *		Houseparty† (183) R Corn Prod. Sunshine Sue (82)	(MTuWF) Bands For Bonds Dick & Diane (Th. 3:30-4)	(Network Participation) "Five Star Playhouse"	Texaco News Festival		Country Jamboree	
Billy Grah ur of Decisi (225)					American Bird Record Pet of the Day		(Network Participations) "Hilltop House" "Pepper Young's Family"	Speak'g of Sports Festival		Sports Parade	
spel Bcstg. Old-Fashion vival Hr. (2	News (S) Asphalt (200) Weather on Hwys On A Sunday Afternoon			Treasury Bandstand	Corn Prod. (40) Art Smith Renfro Valley Pillsbury No Service	Mutual Reports Mutual Matinee with Dick Willard	(Netwk Partpn.) "Woman In My House" M. M. McBride (11)	Texaco News Festival		Co-op Stand-By Sports	
				No Network Service	News	M—US M.I Band T—US Marine B. W—The Red. Rm Th—Musical Cvn F—Salute to the Nation	Fred Waring Song Feast (Network-Local Participations)				
Disaster	R. Trout (193) Chevrolet News Indictment	Kraft News Lombardoland USA			No Service	Bob & Ray	Cafe Lounge "It's New!"	Texaco News Dinner at the Green Room			Monitor *
xaco, Week eak'g of Sp TBA	Weather Fort Laramie	Bands For Bonds		Wall St. Final (Harris, Upham)		Sports Time Kraft News	See You at Pell "B'ness World" "Sport-O-Rama" "Observations" (Dr. Gallup)		Make Way For Youth	Kraft News	

September 24, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† **Houseparty.**

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations—Warner-Lambert, Quaker State, RCA, Barbasol, American Oil, Hazel Bishop, Bell Telephone, Miles Labs., 20th Century Fox, Sawyer's, Mack Trucks.

** **'Bible Study Hour', 'Voice of Prophecy', and 'Hour of Decision'**—are broadcast at 8:30-9 a.m., 9:30-10 a.m. & 10:00-10:30 p.m.—respectively in each area of the country in terms of local time.

One Man's Family—Net & Local Participation, Viceroy & ReaLemon-Puritan.

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8-8:30 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Drug Products (M-F).

Mutual's Gross Gets $2.25 Million Boost

SIGNING of $2.25 million in gross billing for MBS this fall was reported last week by Sales Vice President Harry Trenner, who announced four new MBS clients and expanded use in schedules by three other sponsors.

The latter three are J. B. Williams Co. (J. Walter Thompson Co., New York), Whitehall Pharmacal Co. (Sullivan, Stauffer, Colwell & Bayles, both New York) and Kraft Foods Co. (Needham, Louis & Brorby, both Chicago). Signed as new sponsors were American Molasses Co. (Charles W. Hoyt Co., New York) Sleep-Eze Co. (Milton Carlson Co., both Los Angeles), Mentholatum Co. (Walter Thompson Co.) the *Christian-Herald* Magazine (direct).

J. B. Williams, a past sponsor of MBS sports programs, will back the world series with pre and post game shows starting Oct. 3 and similarly with Notre Dame U. football games scheduled to kick off this past weekend. (Pontiac Division, General Motors Corp. sponsors the Notre Dame contests on Mutual.)

Whitehall (American Home Products), for BiSoDol, will join new sponsor Sleep-Eze and old-time sponsor Belltone Hearing Aid Co. (through Olian & Bronner, both Chicago) in enlarging Gabriel Heatter's news schedule.

Kraft, in its second year as sponsor of MBS' *Kraft Five Star News*, will add three Sunday time periods to its Mon.-Sat. schedule; American Molasses will participate in the new weekday series of five-minute dietary programs conducted by Gayelord Hauser beginning Oct. 16; The Christian Herald Assn. will sponsor publisher Rev. Dr. Daniel A. Poling's program, *Opportunity Is Yours*, starting Sept. 30, and Mentholatum Co., as announced earlier, will buy into MBS' week-night mystery block as well as *Queen For a Day* effective Nov. 19 [B•T, Aug. 27].

now
we are
two!
Wcue and Wice
Wcue
Wice

We're proud as Roger Williams . . .
crowing like a Rhode Island Red, because
now we are two. And you, you're "right
on cue" whether it's in Akron, Ohio or
Providence, Rhode Island. You're right with
our music and our news. You're right with
our solid policy of local programming, local
service and warm interest in each
community — Tiretown, U. S. A., and rich,
little Rhody's capitol city.

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AKRON, OHIO
NATIONAL REP. - JOHN E. PEARSON CO.

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Fetter Will Join ABC-TV As Director of Programming

TED FETTER, CBS-TV staff producer since 1953 (*The Morning Show, Jack Paar Show, Christmas with the Greatest Show on Earth*), will join ABC-TV Oct. 1 as director of programming, Robert F. Lewine, ABC-TV vice president in charge of programming and talent, is announcing today (Monday).

MR. FETTER

He will fill the vacancy created last January when Mr. Lewine, then program director, succeeded Robert Weitman as programming vice president of the network. Mr. Weitman resigned to accept a top creative post at CBS-TV. Before joining CBS three years ago, Mr. Fetter served as agency co-producer at BBDO on NBC-TV's *Hit Parade* program.

ABC Radio Sunday Format To Music, News, Sports

ABC RADIO will program two-and-a-half hours of music, news and sports as Sunday evening fare starting Oct. 14 under the title of *Sunday Music Hall.*

The program, scheduled for 7:35-10 p.m., replaces ABC Radio's co-op *All-Star Country Show*, a series of remote broadcasts of hillbilly music. It will feature such prominent jazz sidemen as "Peanuts" Hucko, Buddy Weed, Vern Brown, Bobby Hackett, Mel Powell, Billy Butterfield, Hank D'Amico and announcer Milton Cross.

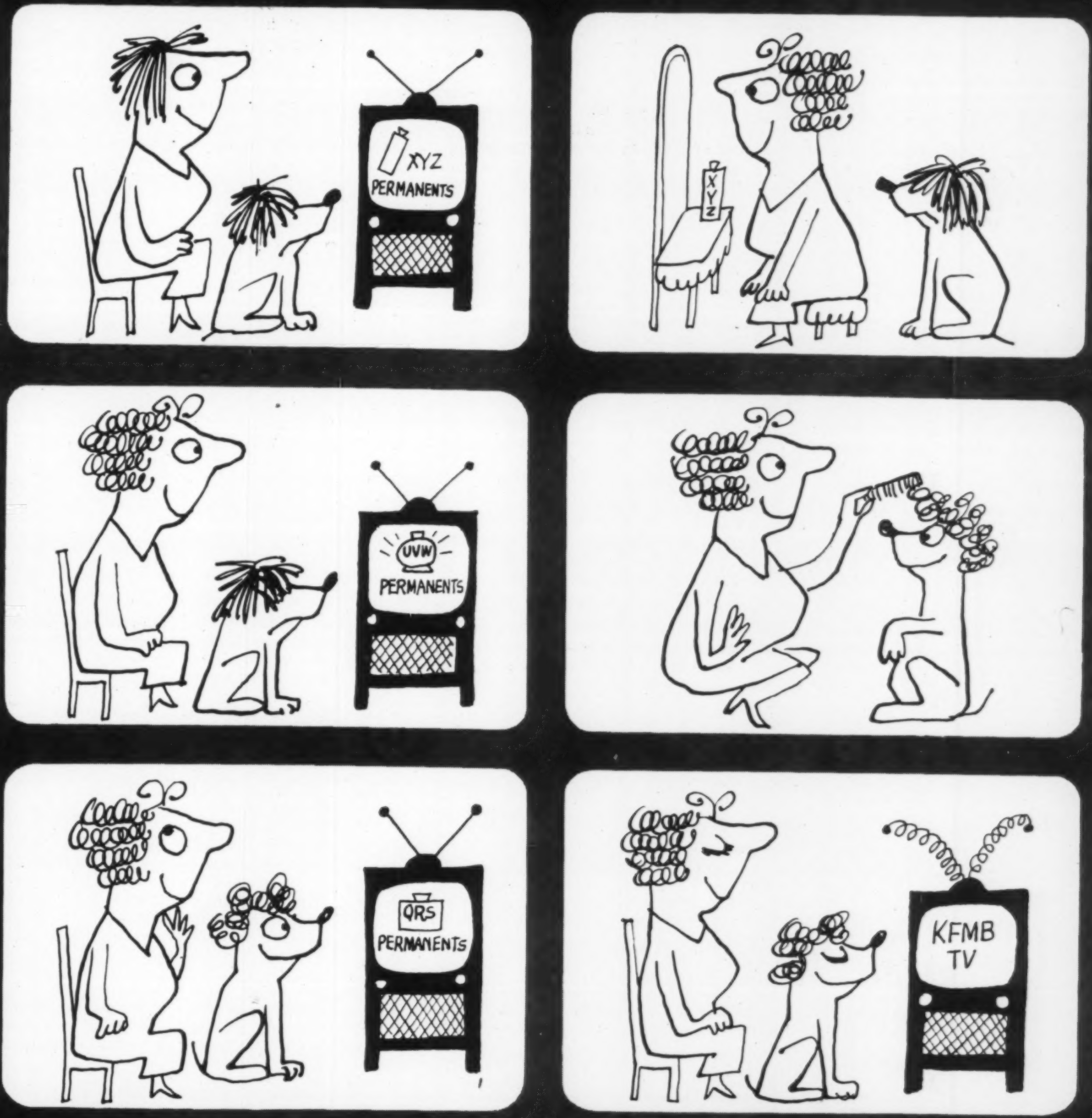
New Format for Sheen

BISHOP Fulton J. Sheen's program will mark its return to ABC-TV this season with a new format, the network announced last week. Starting Oct. 15 (9-9:30 p.m.), the bishop's program will "leave the abstract" and enter the realm of the dramatic narrative. Bishop Sheen attributed his desire for a change to "the great popularity of dramatic programs," believing that "listeners will, in many cases, identify some of their own experiences with those whose personal histories we will tell." The delayed audio portion of the Monday night telecast also will be heard via ABC Radio eight days later on Tuesdays, 8:30-9 p.m., starting Oct. 23.

Booth to Portray Mesta

ACADEMY Award-winning actress Shirley Booth has been signed by CBS-TV for the role of Perle Mesta in the network's forthcoming *Playhouse 90* presentation of "The Hostess with the Mostes'." Under terms of the agreement announced last week by CBS-TV Executive Vice President Hubbell Robinson Jr., Miss Booth will appear exclusively on CBS-TV in this and an unnamed presentation.

We're selling more cosmetics in beautiful San Diego!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XYZ
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KFMB TV

Beautiful San Diegans had a 1955 net effective Buying Income of $1,551,950,000 *

That ranks San Diego 20th in the nation, above Dallas, Miami, Atlanta, Portland, Denver and New Orleans.

San Diego has more people (and dogs) spending more and watching Channel 8 more than ever before!

* *Sales Management 1956 Survey of Buying Power*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by
Edward Petry & Co., Inc.

SAN DIEGO

America's more market

FCC 'CRASH' PROGRAM TO SAVE UHF GETS OFF GROUND AT INDUSTRY PARLEY

Five groups represent tv segments; Merryman fails in bid for Hometown inclusion as member of broadcaster-manufacturer group. Organizing subcommittee named, sets Oct. 2 meeting.

THE FCC-inspired "crash" uhf research and development program—which may result in the jolting of all television out of the vhf spectrum and into the uhf portion of the airwaves—got under way last week with an organizational meeting in Washington of five groups representing all segments of the television industry.

The meeting was attended by 20 delegates representing all facets of tv broadcasting and manufacturing.

Under the temporary chairmanship of former FCC Comr. Edward M. Webster, an organizing subcommittee was formed which agreed to meet Oct. 2 in Washington. General Electric's Dr. W. R. G. Baker was named acting chairman of the five-man group.

The founding session, attended by standing-room-only observers from all segments of the industry, was marred by one squabble. This centered on the bid of Philip Merryman, ch. 43 WICC-TV Bridgeport, Conn., to have the Committee for Hometown Tv Inc. included as one of the organizing members of the broadcaster-manufacturer committee.

Harold Fellows, NARTB president, protested the inclusion of the Hometown group on the ground that only five groups had been invited to organize the program. He also pointed out that the FCC's notice of the founding meeting specifically provided that additional members were to be invited in after organization.

Mr. Fellows also questioned the status of the Hometown committee, indicating that it was already affiliated with the Committee for Competitive Tv, one of the invited organizers. CCT represents uhf stations.

Mr. Merryman defended Hometown's right to participate in the founding activities on the ground that his organization had wired the FCC immediately after notice of the organization meeting was announced last month [B•T, Sept. 3] asking that it be included as one of the sponsoring groups.

Harry M. Plotkin, counsel for Mr. Merryman and the Hometown organization, reported that he had been assured by FCC Chairman George C. McConnaughey that the Hometown group would be included in the organization sessions.

Mr. Merryman's move occasioned three other bids, more or less qualified, to be included in the organizational group. These were from Westinghouse Broadcasting Co., Federal Communications Bar Assn. and the West Virginia Broadcasters Assn.

Mr. Webster ruled that it was the intent of the FCC to have the research body organized by the five groups directly invited to do so.

Purpose of the uhf research and development program is to determine whether uhf is capable of supplanting vhf in whole or in part of the country. The call for the "crash" program was first made by Chairman McConnaughey in a speech before the NARTB convention in Chicago last April. The FCC's June 25 report took the position that a possible way out of the uhf-vhf-impasse was to move telecasting from its present dual spectrum band status to all uhf—nationally or in a major geographic area. This move, which was projected as a long-range approach, was predicated on the ability of uhf to deliver comparable service to that now furnished by vhf stations. The research-development program is the fact-finding and research group which will advise the FCC whether this criterion can be met.

Present at the founding session were representatives of NARTB, RETMA, Assn. of Maximum Service Telecasters, Joint Council on Educational Tv, and CCT. Delegates were:

NARTB—Harold Fellows, Thad H. Brown, A. Prose Walker, Vincent Wasilewski; RETMA—Dr. Baker, Paul V. Galvin (Motorola), Larry F. Hardy (Philco), Dr. E. W. Engstrom (RCA); AMST—Jack W. Harris, KPRC-TV Houston, Tex.; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla., and Donald D. Davis, KMBC-TV Kansas City, Mo.; JCET—Ralph Steetle, Cy Braum, Dr. William L. Everitt, (dean, U. of Illinois Engineering School), Edgar Fuller; CCT—John G. Johnson, WTOB-TV Winston-Salem, N. C.; John W. English, WNAO-TV Raleigh, N. C.; Roger L. Putnam, WWLP (TV) Springfield, Mass., and Warren P. Williamson Jr., ch. 27 WKBN-TV Youngstown, Ohio.

The organizing committee was formed comprising the following representatives of each of the five groups: Messrs. Fellows, Baker, DeWitt, Steetle and Johnson. Alternates, in the same order, Messrs. Brown, David B. Smith (Philco), Sugg, Everitt and Putnam.

Mr. McConnaughey opened the meeting by calling it the most "significant" step taken by the industry in many years. He iterated the June 25 report by stating that 12 vhf channels were insufficient to provide a nationwide competitive television "as contemplated by the Communications Act." He also repeated what he had said before the Radio-Television Executives Society meeting in New York earlier this month: that the FCC was "not wedded to uhf, nor to the protection of vhf."

"Time," Mr. McConnaughey declared, "is of the essence."

One vital point was almost immediately raised by Dr. Engstrom. This was whether the FCC had checked with the Attorney General on the legality of bringing together representatives of competing manufacturers in the light of the antitrust laws. Mr. McConnaughey answered that only generalized information on apparatus was required, and that he did not think this would be taken amiss by the Justice Dept.

Mr. DeWitt, reading a prepared statement in behalf of AMST, announced the beginning of an AMST-sponsored field intensity survey in Wilkes-Barre early in October.

Mr. DeWitt's statement was as follows:

". . . There is considerable disagreement about the problems the television industry faces today. There is even more disagreement about what should be done to solve these problems. But one subject on which there is apparently unanimous *agreement* is the need for facts—for cold, objective engineering facts against which these problems and proposals can be judged.

"This need for engineering facts has been emphasized by the Federal Communications Commission in its Report and Order of June

WCDA-B	**Albany**
WAAM	**Baltimore**
WBEN-TV	**Buffalo**
WJRT	**Flint**
WFMY-TV	**Greensboro**
WTPA	**Harrisburg**
WDAF-TV	**Kansas City**
WHAS-TV	**Louisville**
WTMJ-TV	**Milwaukee**
WMTW	**Mt. Washington**
WRVA-TV	**Richmond**
WSYR-TV	**Syracuse**

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WHO OWNS KTRK-TV?

. . . a good question that every smart timebuyer wants to know about every station he buys. With ownership go those intangible assets . . . prestige and influence in the community . . . reputation for effectiveness . . . promotional plusses . . . in short "the company you keep!"

* * *

LEO BURNETT CO., Inc., timebuyers and media supervisors, left to right, Harry Furlong, John Huckstep, Dick Coons, Doug Burch, Helen Stanley, and Arne Nordmark, talk with Warren Nelson of George P. Hollingbery Co., national representatives for KTRK-TV.

KTRK-TV is owned by Houston Consolidated Television Company . . . a company that merged all the great forces that have made Houston America's most amazing city! The Jesse H. Jones interests, owners of the powerful Houston Chronicle, are major stockholders and manage KTRK-TV for a score of influential Houstonians whose interests include Oil, Cotton, Cattle and Ranching, Banking and Finance, Law Securities, Industry, Public Utilities, Public Relations and outstanding governmental service.

KTRK-TV 13
The CHRONICLE Station

This solid ownership, plus better shows and showmanship on the local level, plus ABC's increasingly strong network lineup, have made KTRK-TV the family favorite and your best buy in the $3 billion dollar Houston market!

KTRK-TV

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HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY
500 Fifth Avenue,
New York 36, New York

25, 1956, in Docket No. 11,532. It has been repeated by Chairman McConnaughey and other members of the FCC in recent addresses and it is one point agreed to by virtually all members of the Senate Committee on Interstate and Foreign Commerce in the recent Interim Report and Separate Views released by that Committee.

"Our organization welcomes and enthusiastically supports a thorough, careful, objective and energetic study of the engineering data necessary to determine how the uhf can be made and kept an integral part of the broadcast band. This is one of the principal reasons for the existence of the Association of Maximum Service Telecasters.

". . . We believe that the American people should receive the best television service possible and we believe that precipitous action based upon faulty or inadequate engineering data which would degrade or deteriorate the service that so many millions of Americans receive today would be a disastrous error.

"Many telecasters have been aware of the need to review and revise the propagation data which served as the basis for the FCC's Sixth Report and Order and the present system of television allocations. They have felt that until up-to-date and reliable propagation data are developed, we would all be shooting in the dark.

"Thus, last spring and summer a good many of us spent a good deal of time going through all the steps necessary to bring AMST into being and just a little bit over a month ago, in Chicago on August 10, it was formally organized. At present more than 100 television stations throughout the United States are members of this organization, including both uhf and vhf stations.

"Because the need for reliable, up-to-date propagation data is so great, we have initially placed our primary emphasis on this aspect of research. Our Board of Directors has approved a substantial budget for this purpose and we have purchased two vehicles and all of the necessary equipment for uhf and vhf field intensity surveys using both vehicles simultaneously. These mobile measuring units are now being outfitted and will be placed in the field in actual service during early October. The first measurements will be made at Wilkes-Barre [Pennsylvania,] on station WBRE-TV, a uhf station and a member of our organization. Our present schedule calls for measurement of three markets each month during the next year. The information which will be gathered through the operation of these two units will be directly responsive to the Commission's call for information relating to field testing and propagation. We will be most happy to make reports of this work available as an integral part of our contribution to the activities of the industry organization.

"We also intend at an early date to put into effect a second aspect of our engineering study program—the collection of reliable data on the performance of existing receiving equipment—receivers, transmission lines and receiving antennas. This, too, we believe is an essential part of any engineering study to be used as a basis for future planning.

"We contemplate other projects, but in the main we plan our principal emphasis on obtaining the facts as to propagation and as to the performance of existing equipment. We are broadcasters, not manufacturers, and although we will have a very active interest in all aspects of the various research problems, we feel that our principal contribution in the way of original studies is best along the lines I have indicated.

"Now a few words about how the AMST feels that the industry groups which have met here today should best proceed.

"First, as I have already indicated, we are in agreement that a television broadcasting and manufacturing industry study organization should be established.

"Second, we do not believe that it is either necessary or desirable to incorporate a new industry-owned corporation to perform these studies.

"Third, we do believe that it is desirable for the various organizations representing those in the television broadcasting or manufacturing business, which are prepared to participate in technical study programs, to join together in a common effort. In general, we feel that this can best be accomplished by establishing an industry study committee made up of these organizations. As we see it, the individual organizations or members of those organizations, would undertake research tasks along the lines of their special talents. The overall committee would have the task, through appropriate panels, of co-ordinating the work of the various groups and of evaluating the results. This, we feel, would be a practical, effective and sensible method of operation.

"Fourth. Of course, these are rather general statements and they must be reduced to prac-

ENGINEERS TAKE ISSUE WITH FCC UHF FORMULAS

Special committee of consultants tells Commission that technical standards for fixing coverage are unworkable.

THE FCC is struggling with the knotty problem of how to measure uhf coverage so it can determine population gain or loss in the pending deintermixture proposals.

The technical standards recommended for establishing this point—and one of the criteria for city unmixing, according to the Commission's June 25 report, will be whether uhf deprives anyone of service now given by vhf outlets—have been attacked as unrealistic, erroneous, optimistic and over-simplified.

Last Monday, a special committee of the Assn. of Federal Communications Consulting Engineers [B•T, Sept. 3] submitted its findings to the FCC. It was the engineers' consensus that the uhf formulas could not be used to gauge loss or gain of population. Departures from averages are so great in uhf due to terrain and other factors, AFCCE indicated, that the average curves should not be used in connection with uhf measurements. The AFCCE recommendation: actual measurements of existing stations.

Joining AFCCE's conclusions was ABC. Also filing objections to the uhf formula was ch. 47 KJEO (TV) Fresno, Calif. Deadline for comments on this phase of the deintermixture proposals is Oct. 1.

AFCCE's conclusions read as follows:

"1. The 'Appendix A' average propagation curves for vhf are considered to be acceptable to serve as a technical basis for estimating interference-free coverage, except in deeply shadowed areas. At uhf, departures from the averages may be so great in specific areas that conclusions based thereon may be substantially in error.

"2. The departures from average curves are real and, as they relate to service fields from television stations, are a function of frequency and of the types of terrain over which the signal travels. Consideration must be given to these departures.

"3. Possible methods of improving predictions are:

"a. Endeavor to determine the first order effects of terrain roughness and apply them to the predictions.

"b. Utilize measurements when signals are available from stations in the area.

"c. Assume that uhf stations serve (1) that area which can be 'seen' from the transmitting antenna; plus (2) those areas where shadow loss (caculated by accepted methods) is not so great as to reduce the expected signal below an acceptable value.

"4. No change is suggested in the ratio of F(50,50) to F(50,90) curves used in preparing Appendix A.

"5. The F(50,10) curves reflect present knowledge of tropospheric interfering levels over the range of distances involved, but the concept of increased tropospheric interference in areas such as the Gulf Coast should be recognized.

"6. The assumed receiving antenna gains are acceptable for the conditions stated. Receiving antenna discrimination for high vhf should be modified to be consistent with values assumed for the other bands.

"7. Receiver noise figures assumed for vhf are acceptable as representing best present receiver performance. The figures for uhf are optimistic and anticipate improvement which must be confirmed, possibly by the contemplated Television Allocation Research Committee.

"8. The assumption of 1000-foot transmitting antenna heights for comparative purposes is an over-simplification. Individual cases will require separate consideration to take account of local conditions, including existing facilities.

"9. It is desirable to retain the clause allowing showings based upon assumptions and data other than those specified, when it is believed that technical facts may be better presented thereby.

"In addition to the foregoing, the committee notes that Appendix A omits reference to certain interference considerations which have heretofore been reflected in television allocations. These considerations involve adjacent channel interference and certain restrictions (taboos) on uhf channel assignments. The committee believes that adjacent channel interference should be considered."

The AFCCE committee was headed by Stuart L. Bailey, Jansky & Bailey Consulting Engineers.

The Fresno uhf outlet strongly urged that actual measurements be taken where stations are on the air. "The use of the assumptions set forth . . . for determining the estimated coverage areas and the determination of the extent of Grade B service in accordance with the tables set out in Appendix A are unjustified, unwarranted, and unrealistic, and prejudicial to [KJEO] and uhf operators generally . . . ," the station said.

KJEO has made measurements of its coverage in the Fresno area, the station reported, and it is "far from agreement with the tables set up. . . ."

Because of the controversy which erupted at the Commission's use of new measurement standards, the Commission postponed until Nov. 15 the deadline date for its comments in the pending deintermixture cases.

It is believed a compromise solution will be worked out by the FCC. The problem is in the hands of Comr. T. A. M. Craven.

BORN-a dynamic new TV network-NTA

The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

To provide better entertainment for the public . . .
and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains... the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

❶ **102 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets...where 38,173,100 families live ...in 28,143,500 TV homes...with about *214 billion dollars* in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.

❷ **At a Fantastically Low Cost Per Thousand.** If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent far below the cost of the average TV show and no staggering coaxial cable costs.

❸ **With the Greatest Flexibility in TV Network History.** No costly "must-buys"...buy what you want...when you want...where you want it. One contract for everything—time and program...no worry about time differentials. You get the prestige of network *plus* the flexibility of spot purchase.

❹ **And Guaranteed Clearance of Time and Programming.** No waits or debates about station clearances. You can get the availabilities you want and need *now*...without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

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ticality. We urge and, at an appropriate time, I shall make a motion, that the acting chairman of this meeting appoint an organizing committee made up of one representative of each of the five organizations invited by the Commission to work out these organizational problems. This committee should be authorized and directed to come up with recommendations as to organizational plans, including officers, subcommittees, panels and the like, and to clarify the objectives, the work, the manner of operation and the financing of this cooperative industry study committee. I see no reason for delay in working these problems out and it would seem to me that a date of two weeks from now could be set as the time for the organizing committee to report back with detailed and specific recommendations to this full group meeting here today."

The reference to a non-profit organization was based on earlier recommendations that a foundation be established to coordinate the activities of industry groups in the research and development program and to be the repository for financial grants.

Backs Sixth Report

James D. Secrest, executive vice president of RETMA, read a statement in behalf of the manufacturing representatives which held that the 1952 Sixth Report and Order was fundamentally sound and that television service needs both vhf and uhf. The statement was actually made in an Oct. 20, 1955 letter to Mr. McConnaughey, which read as follows:

"The recently formed Frequency Allocation Study Committee of the Radio-Electronics-Television Manufacturers Association held its first meeting on October 19, 1955. Our committee is composed of executives of equipment manufacturing companies—not only uhf and vhf transmitters and receivers but also equipment used in many other radio services which may be affected directly or indirectly by the many proposals which have been recently made to the Federal Communications Commission concerning television frequency allocation problems.

"We recognize that a problem of great complexity is before the Commission and that it involves many technical, economic and regulatory aspects. We subscribe wholeheartedly to your recent statement that all American citizens concerned with this problem should come forward and participate with the FCC in its solution. We also feel we should give what assistance we can toward assuring the most effective and efficient utilization of the spectrum in the broad public interest.

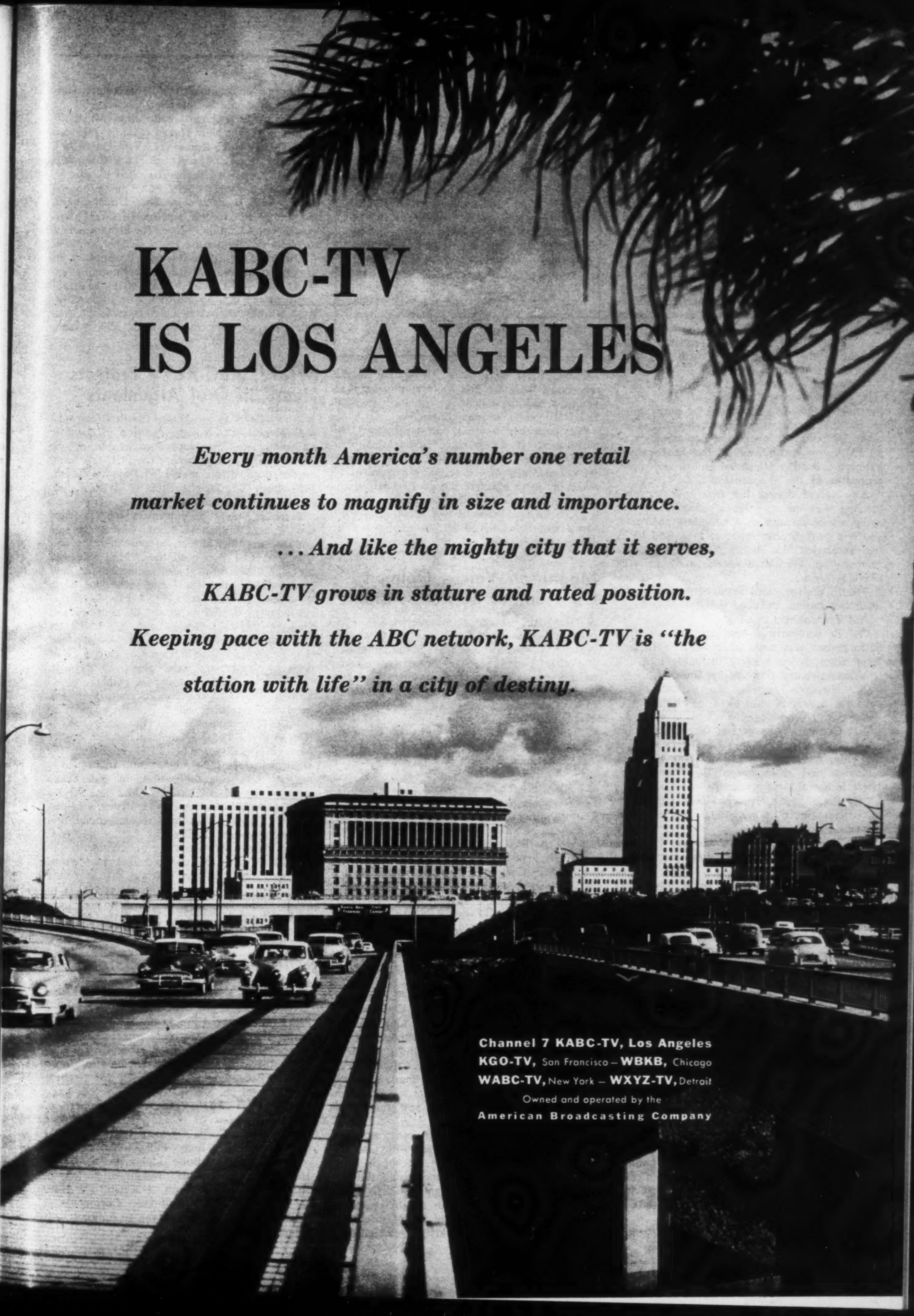
"Accordingly we wish to submit the following views to the Commission at this time:

"(1) Despite the many statements of a pessimistic nature that have been made recently to the Commission and in the press, we do not believe that the allocation system provided by the Sixth Report and Order has been proved fundamentally defective or inadequate.

"(2) The television service in our opinion needs both the uhf channels and the vhf channels now assigned to it.

"(3) Television has had approximately three years of experience under the Sixth Report and Order. With this experience we can now make fruitful studies to reveal the respects in which the Sixth Report and Order may need adjustments, if any. Such studies are needed because many conflicting statements have been made which are not properly supported by factual information.

"(4) The members of RETMA have a great reservoir of technical talent which has been useful to the Commission in other important



KABC-TV IS LOS ANGELES

Every month America's number one retail market continues to magnify in size and importance. ... And like the mighty city that it serves, KABC-TV grows in stature and rated position. Keeping pace with the ABC network, KABC-TV is "the station with life" in a city of destiny.

Channel 7 KABC-TV, Los Angeles
KGO-TV, San Francisco – **WBKB,** Chicago
WABC-TV, New York – **WXYZ-TV,** Detroit
Owned and operated by the
American Broadcasting Company

problems such as television standards for black and white and television standards for color and protection against spurious radiation. If the Commission so desires, we would be pleased to organize a program of study which would be designed to put this talent to work to produce sound objective studies of the technological phases of the many problems and proposals before the Commission respecting the Sixth Report. These studies would cover technical matters and would not be directed primarily to economic or regulatory problems. They might encompass, for example,

"(a) measurements to indicate the effective coverage of UHF broadcasting under various conditions of terrain and power; authoritative information of this kind has never been available; and

"(b) reliability and cost of receiving equipment in the UHF together with potentials for improvement.

"Any such studies would be organized into task groups to cover appropriate segments of the fields of study and should be participated in by the broadest possible cross-section of talent including members and non-members of RETMA, representatives of the broadcasting industry and other interested groups and representatives of the Commission. . . ."

Also raised during the two hour morning meeting was the question whether there was to be a paid director or a voluntary chairman, and if a paid director whether there should be two unsalaried vice chairmen, presumably one representing the broadcasters and one the manufacturers.

The FCC's suggested research program, outlined last month, included the following:

"(a) *Transmitters*

"(1) A comparison between the potential performance and costs of modern VHF and UHF transmission systems including transmitters, antennas and transmission lines.

"(2) Measures required to provide UHF coverage capability equivalent to VHF.

"(b) *Receivers*

"(1) Comparative potential performance and costs of modern VHF and UHF monochrome and color receiving systems including receivers, antennas and transmission lines embodying latest technical developments.

"(2) Requirements for circuits and tubes for an efficient UHF monochrome and color receiver.

"(3) Requirements for an effective UHF receiving antenna system including transmission lines.

"(4) Feasibility of design of a moderately priced receiving system capable of being utilized efficiently for both VHF and UHF in color and monochrome.

"(c) *Field Testing*

"(1) Determine uniform methods for measuring field intensity and appraising the quality of television service.

"(2) Field intensity measurements of performance of UHF and VHF transmission over the same terrain conditions. These should include measurements and observations in one or more:

Canyon type cities
Average type cities
Prairie area locations
Mountainous area locations.

"The field testing should include not only field intensity measurements but also actual observations of the technical quality of the service rendered under the various conditions and a comparison thereof between a median VHF channel and three UHF channels (including low band, median band and high band).

"(d) *Propagation*

"(1) An evaluation of the practical results obtained from field testing, a review of the theoretical literature and a correlation between practical and theoretical performance of VHF and UHF under various conditions.

"(2) Suggested methods for improving UHF performance if such is considered feasible.

"(e) *Multiple VHF Channel Usage*

"(1) A study of the techniques required to make the most effective use of 12 VHF channels only for television broadcasting.

"(2) An evaluation of the television service which can be achieved by the application of the techniques developed in (1) above."

Tarc vs. TARC

TARC—standing for Television Allocations Research Committee—was to be the name of the organization which got underway last week at a founding session in Washington. But, explained FCC Chairman George C. McConnaughey, a manufacturer called him and, jovially, asked whether the Commission was attempting to steal his name—Tarc Electronics Inc., Westbury, L. I. Former FCC Comr. E. M. Webster, presiding as temporary chairman, suggested that the group be called Television Broadcasters & Manufacturers Research Committee.

Magnuson Voices Opinion On Number of FCC Actions

A NUMBER of recent actions by the FCC have come under the scrutiny of Chairman Warrne G. Magnuson, of the Senate Interstate & Foreign Commerce Committee, leading him to appraise several cases in considerable detail.

He commented on the following in a letter to FCC Chairman George C. McConnaughey, dated Aug. 24:

Duluth-Superior—Notes with concern June 26 notice of proposed rule-making suggesting vhf educational deletion and replacement with uhf.

College Station, Tex.—Wonders about educational change from ch. 3 to 48. In this and Duluth-Superior (Wis.) case he trusts that FCC will move very slowly and carefully despite fact schools haven't utilized facilities as soon as originally hoped.

Urges FCC to take no action allowing first or second vhf service to come into areas now having uhf stations with substantial set conversion, contending steps should be taken to reverse trend toward continued intermixture.

Approves vhf grants to Hartford (Conn.), Peoria (Ill.), New Orleans and Springfield (Ill.), but forbidding construction pending final deintermixture decision.

Has trouble understanding different treatment of vhf grant in Raliegh, N. C., where deintermixture proposal has been long pending. Urges early action to prevent further entrenchment of vhf in Evansville (Ind.), Madison (Wis.), Fresno (Calif.), Corpus Christi (Tex.), Miami (Fla.), Norfolk (Va.), Spartanburg (S. C.), and any other areas in which existing uhf outlets may be suffering from vhf grants made since Nov. 10, 1955.

Is pleased with proposal to deintermix New Orleans and Albany but agrees with Commissioners who voted to delete all vhf in those markets; is at a loss to understand different treatment accorded Miami and Norfolk, which he feels are good places for all-uhf operation.

Elmira (N. Y.), Evansville and Madison proposed deintermixture could be reassigned to some other predominantly vhf community; Hatfield ch. 9 should be allocated elsewhere.

Likes ABC proposed reallocation of all-uhf in Miami (Fla.), New Haven (Conn.), Jacksonville (Fla.), Utica-Rome (N. Y.), Erie (Pa.), Lancaster (Pa.), Baton Rouge (La.), Columbus (Ga.), Champaign-Urbana (Ill.) and St. Joseph (Mo.), plus others where FCC has proposed action. Has some doubts about Utica, Champaign and St. Joseph but feels others merit serious consideration. Hopes for prompt action to effect deintermixture.

Disturbed by efforts to shift transmitters to provide minimum service for communities to which they are allocated while trying to straddle other markets having their own allocations. KOVR Stockton, having failed to penetrate San Francisco satisfactorily, he said, now is aiming for Sacramento.

WMFJ, ABC-XETV Protests Heard in Oral Arguments

A QUESTION as to whether the FCC can take judicial notice of a court decision in deciding a protest case provoked considerable debate during oral argument before the FCC last week on the disputed sale of WMFJ Daytona Beach, Fla., from W. Wright Esch to WMFJ Inc. (Harold Kaye and associates).

Protesting the WMFJ transfer are Theodore Granik and William H. Cook, who allege sale contravened their option to purchase the station. The FCC approved the WMFJ sale, but the U.S. Court of Appeals remanded the case to the Commission for further hearing. Early this month [B•T, Sept. 10], a Florida circuit court judge denied a breach of contract suit filed by Messrs. Granik and Cook. After executive consultation, the Commission ruled that it was taking judicial notice of the court decision. Attorneys were given 10 days in which to file briefs on the FCC ruling.

Also heard by the Commission last week was oral argument on a protest against an ABC-TV proposal to feed live programs to XETV (TV) Tijuana, Mex., across the border from San Diego. The FCC approved the arrangement last November but subsequently ordered a hearing on protests by San Diego stations KFMB-TV (CBS) and KFSD-TV (NBC), both secondary ABC affiliates. In June, an FCC hearing examiner recommended that the Commission reaffirm its earlier approval [B•T, June 11]. During oral argument, the KFMB-TV attorney charged that his "proof was cut short" in the hearing, that a ruling by the examiner precluded the protestants from obtaining certain documents necessary to their case. The ABC attorney asked the FCC to expedite its final decision.

Mormon Ownership Group Ordered to Drop One Vhf

THE FCC ruled last week that the Corp. of the President of the Church of Jesus Christ of Latter-Day Saints (Mormon) must divest itself of one of the six interests it presently holds in vhf stations. The ruling was attached as a condition to the Commission's grant for renewal of license of ch. 5 KSL-AM-FM-TV Salt Lake City, which is 63.5% owned by the corporation.

Other interests of the group are: 64% of Radio Service Corp., which in turn owns 23% of ch. 3 KID-TV Idaho Falls, Idaho, and 6% of ch. 2 KBOI-TV Boise, Idaho; and 6.73% of Hawaiian Broadcasting System Ltd. (ch. 9 KGMB-TV Honolulu, ch. 9 KHBC-TV Hilo, ch. 3 KMAU [TV] Wailuku). Current FCC rules allow ownership in seven tv stations, with no more than five v's.

Folks get a bang out of **WWDC** Radio

"1st on week ends, 2nd on week days in Washington, D.C."—May-June Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Four Station Transfers Win Commission Approval

FOUR station ownership changes were approved by the FCC last week, but not without incident. The transfer of control of WDAM-TV Hattiesburg, Miss., to the WDSU Broadcasting Corp., brought votes for a McFarland letter indicating the necessity of a hearing from Comrs. Robert T. Bartley and T. A. M. Craven, and the sale of WGOV Valdosta, Ga., to Georgia-Florida Radio & Television Co. drew a dissent from Comr. Robert E. Lee. Approved without comment were the sale of WTSP-AM-FM St. Petersburg, Fla., and the realignment of control of KAKE Wichita, Kan.

WDSU Broadcasting Corp. gains control of WDAM-TV through purchase of 51% interest from equal partners Harold Matison, D. A. Matison Jr., Milton J. and Alvin H. Fine, each of whom relinquishes 51% of his quarter interest. Consideration was $51,000. Comrs. Bartley and Lee voted for the McFarland letter due to questioned ownership concentration by WDSU Broadcasting Corp., which owns WDSU-AM-FM-TV New Orleans and 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

Ch. 9 WDAM-TV, NBC and ABC affiliate, began operation last June. When an application for this transfer was first filed at the FCC last August [AT DEADLINE, Aug. 20], the station listed a loss of $5,502.

WGOV was sold by WGOV Inc. to Georgia-Florida Radio & Television Co. for $100,000. Comr. Lee dissented because he thought excessive proportions of time to be devoted to commercials had been indicated. MBS-affiliated WGOV operates on 950 kc and uses 5 kw daytime, 1 kw night. It went on the air in 1940.

Three brothers—Farris E. Rahall, N. Joe Rahall and Sam G. Rahall—bought WTSP-AM-FM from Pinellas Broadcasting Co. for $200,000. Other Rahall interests are WQCY (TV) Allentown, Pa.; WNAR Norristown, Pa.; WWNR Beckley, W. Va.; WFEA Manchester, N. H., and 40% of WCHS-TV Charleston, W. Va. WTSP, affiliated with MBS, operates on 1380 kc with 5 kw. The outlet went on the air in 1940.

The Commission's approval of the KAKE ownership realignment brings the outlet under the same control as KAKE-TV. To accomplish this, the following stockholders had to decrease their holdings in the am station: Mark H. Adams, Charles Jones, Owen McEwen, Harold Newby, Martin Umansky, Robert Dockum (who sold his complete interest), Dwight Rounds (who also sold his complete interest) and H. E. Zoller. Increasing their ownership were S. O. Beren, George Bruce, Sherrill Corwin, Ralph Gore, Theodore Gore, Tom Palmer, Lloyd Pickrell and members of the H. E. Zoller family; $120,404 was involved in the deal. MBS-affiliated KAKE operates on 1240 kc with 250 w. The outlet went on the air in 1947.

WSIX-AM-TV Sale Filed

APPLICATION seeking FCC approval of the transfer of control of WSIX-AM-TV Nashville, Tenn., to Louis R. Draughon was filed at the Commission last week. Mr. Draughon, present 33.3% stockholder, is buying 33.3% from W. H. Criswell for $250,000. Mr. Criswell is leaving the station. Other principal is S. D. Stanford Jr., 33.3%. Ch. 8 WSIX-TV, affiliated with ABC, went on the air in November 1953. The am station, also affiliated with ABC, operates on 980 kc with 5 kw. Last week's application listed $1,685 profit for the am outlet for 1955 and a $122,353 loss for the tv station.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56).

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Buffalo, N. Y., ch. 7 (2-1-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

Vail Mills Ch. Allocation Tabled by Court of Appeals

THE U. S. Circuit Court in Washington last week agreed to hold up on its July decision approving the FCC's allocation of ch. 10 to Vail Mills, N. Y., (Albany area), but refused to continue the stay any further.

The action was taken after ch. 35 WTRI (TV) Albany asked that the court's "mandate" be stayed pending the preparation of a petition to the Supreme Court to review the decision [CLOSED CIRCUIT, Sept. 17]. In an 8-2 decision last July, the circuit court held that the FCC's allocation of ch. 10 to Vail Mills was properly done under the rules [B•T, July 16].

The decision was against WTRI and ch. 19 WMGT (TV) Pittsfield, Mass., both of which claimed that the vhf drop-in would adversely affect their operations. An application for Vail Mills ch. 10 was filed the same week by Hudson Valley Broadcasting Co. (WROW, WCDA [TV] Albany), but has never been accepted by the FCC. This was because the court ordered a stay against the allocations grant pending the outcome of the appeal by the uhf stations.

On Thursday, the FCC advised Hudson Valley that its application for Vail Mills' ch. 10 was being accepted for filing, but that it was being placed in the pending file until 30 days after the Commission decides the Albany deintermixture proceeding or 30 days after issuance of a public notice that the application was being removed from the pending file.

Close Named to VOA Post

JOSEPH K. CLOSE, president of WKNE Keene, N. H., and WKNY-AM-TV Kingston, N. Y., has been named special assistant to Theodore C. Streibert, director of U. S. Information Agency. He will work with the agency's international broadcasting unit, Voice of America, of which Robert E. Button is head. During World War II, Mr. Close was with Office of War Information in London. Previously, he had been in the advertising business in Toledo, Ohio, and St. Louis. He bought WKNE at the close of the war. WKNY-TV recently conducted a 26-month experiment in uhf in the mid-Hudson River Valley.

Construction Permits Given For Two New Radio Stations

AUTHORIZATIONS for two new am stations were made by the FCC last week. Construction permits were awarded to:

Sanford, Fla.—Sanford Broadcasting Co. granted 1360 kc, 500 w daytime. Principals are equal partners Jack Siegel, 16.66% owner of WLOW Portsmouth, Va., and director of WMFJ Daytona Beach, Fla., and WALT Tampa, Fla., and Robert Wasdon, 16.66% owner of WLOW and also director of WFMJ and WALT.

Odessa, Tex.—Mid-Cities Broadcasting Co. granted 1310 kc, 500 w daytime. Principals are equal partners E. L. Roskelley, former day news editor at KLIF Dallas and presently private producer, and L. J. Roskelley, milk products firm employe.

Late or Not Late Question Facing Court of Appeals

ARGUMENT was heard last week before the U. S. Court of Appeals in Washington on the bellwether case involving late filings at the FCC. The matter goes back to last November [B•T, Nov. 28, 1955] when the Commission cracked down on tardy filings and made clear that anything received after 5 p.m. would be dated as having been received the following day.

First to be affected by the ruling was Valley Broadcasting Co. (WRLD Lanett, Ala.-West Point, Ga.) on its protest against an am grant at West Point to Confederate Radio Co. Valley's protest was filed Nov. 21—last day for exceptions—and was stamped as having been received that day. The FCC, however, ordered the receipt date changed to Nov. 22, the day after deadline.

The WRLD attorney who filed the "late" protest, Russell Rowell of Spearman & Roberson, argued that he was in the FCC secretary's office before 5 p.m., but, because it was necessary to rearrange papers, he didn't hand the protest to FCC personnel until about 5:20. This, he contended, should not be considered a late filing. The Commission disagreed and refused to reconsider its action. Whether the FCC erred is now up to the Court of Appeals to decide. The argument was heard by Judges Wilbur K. Miller, Charles Fahy and Warren E. Burger.

Another Round in KOB Case

ABC asked the appeals court in Washington last week to order the FCC to put KOB Albuquerque back on its assigned 1030 kc wavelength. The argument, before Circuit Judges Wilbur K. Miller, George T. Washington and David L. Bazelon, was based on an appeal by ABC from a 1952 FCC extension of KOB's 15-year-old special service authorization to operate on 770 kc. It was made by Vernon K. Wilkinson, McKenna & Wilkinson. KOB originally was granted 1180 kc, but this was changed to 1030 kc in 1941 when the North American Regional Broadcast Treaty came into operation making 1180 kc a protected frequency for Mexico. After a few months operation on 1030 kc, KOB was moved to 770 kc temporarily. It has remained on that frequency since then.

The FCC position, which maintained that this is part of the clear channel case, was presented by Richard A. Solomon, FCC asst. general counsel. Representing KOB was Harold D. Cohen, Pierson, Ball & Dowd.

"A PACKED HOUSE EVERY PERFORMANCE"

"Cat On A Hot Tin Roof" starring Barbara Bel Geddes, Alex Nicol and Thomas Gomez

A LOOK AT THE BOX OFFICE*

	National	WICU
Medic	25.6	52.3
Truth or Consequences	16.9	52.3
I Lead Three Lives	13.8	54.3
Loretta Young	25.0	54.0
Playhouse of Stars	23.4	57.5
George Gobel	28.7	56.0
Life of Riley	24.0	56.0
Groucho Marx	35.4	55.3
Ford Theatre	23.8	54.0
Dragnet	39.0	54.0

*Telepulse February, 1956

In Erie, old friends who haven't seen one another for 20 years quickly adjourn to watch WICU. Girls on vacation write home to Mother and mention WICU.

You'd think tv sets were installed *without* knobs or wonder if the station's giving groceries away!

Indeed, this loyalty is a good sign — but it makes for even *better* ratings!

Flip through a rating book yourself and check the national averages against the WICU scoreboard. If you're getting 30's, WICU can deliver 40's or even 50's (who knows, you may be our first 60!). WICU's top-of-the-pinnacle ratings and "packed programming" means "prime attention time"

That's WICU — "the pack with the packed house". Ideal for spot campaigns — especially yours. Now's the time to contact your Petry man.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

Johnson Charges Bias In FCC Booster Stand

STILL PURSUING his campaign to win FCC approval of "booster" tv stations, Colorado's Gov. Edwin C. Johnson has now shifted the onus for the Commission's attacks on unlicensed booster outlets to eastern bias.

In a letter to Comr. T. A. M. Craven, acting as FCC chairman at the time, the Coloradan declared that the translator system was "splendid for the Atlantic Seaboard, but it is not necessary in the Rocky Mountains." He said stations in the west were "thousands of miles apart" and separated by mountains.

"What is wrong with two systems in this big United States?" the former chairman of the Senate Commerce Committee asked. "Just because you have found something that fits the area with which you are familiar, please don't force it down our throats arbitrarily."

Gov. Johnson said he could not "refrain" from observing that the FCC has taken no action against the 400 community television operations. ". . . the FCC goes out of its way to clap the booster system down, but was quiet as a little mouse when the Community Antenna System was being installed everywhere. Why are you picking on us mountain folks? We are people, too."

Gov. Johnson has become the champion of booster systems in the far western mountain states. Last month he "authorized" a Steamboat Springs, Colo., booster to continue operating and since then there is understood to be more than half-dozen operating under his blessing.

The FCC has moved against boosters (which are usually established cooperatively in remote areas of the west to pick up, amplify and rebroadcast on low power tv signals from big city stations) for operating without authorizations. A test case of the Commission's jurisdiction is awaiting decision in the federal appellate court in Washington. Involved is a booster which operates in Bridgeport, Wash.

In a move to ameliorate this problem, the Commission has established a "translator" system, which permits the establishment of low-power, low cost repeaters—where the tv signal is received, amplified, and rebroadcast on the higher uhf channels. The FCC authorized the first translators earlier this month [B•T, Sept. 10].

FCC Receives Applications For Five New Tv Stations

A SUDDEN BURST of activity by aspirants for new tv stations saw applications for five outlets filed at the FCC last week. Proposed were facilities for ch. 7 in Amarillo, Tex.; ch. 3 in Bryan-College Station, Tex.; ch. 10 in Augusta, Me.; ch. 10 in Elko, Nev., and ch. 21 in White Heath, Ill.

Amarillo, Tex.—Application for ch. 7 was filed by Southwest States Inc. The group plans 46 kw power with an antenna 806 ft. above average terrain. Construction cost was estimated at $167,500 and first year operating cost at $388,029. Principals are equal owners Robert D. Houck, general manager-47% owner of KAMQ Amarillo; his brother Hoyt Houck, president-47% owner of KAMQ; Murry Worner, commercial manager-2.66% owner of KAMQ, and George A. Oliver, sales manager-1.33% owner of KAMQ.

Bryan-College Station, Tex.—Application for ch. 3 was filed by Brazos Broadcasting Co. The proposed outlet would operate with 60.3 kw power while using an antenna 414 ft. above average terrain. Construction cost was estimated at $192,956, first year operating cost at $184,000. Principals include Pres. W. C. Mitchell (10%) and KWTX Broadcasting Co. (50%), licensee of KWTX-AM-TV Waco, Tex. KWTX-TV plans to make programs available to the proposed station, if needed.

Augusta, Me.—Application for ch. 10 was filed by Pine Tree Broadcasting Co. Sole owner Richard S. Robie holds business interests and also owns .59% of Massachusetts Bay Telecasters Inc., applicant for Boston ch. 5. The proposed Augusta station would operate with 158 kw power and use an antenna 770 ft. above average terrain. Construction cost was estimated at $440,764, first year operating cost $376,730.

Elko, Nev.—Application for ch. 10 was filed by Elko Broadcasting Co., licensee of KELK Elko. The group plans .451 kw power with an antenna 335 ft. *below* average terrain. Construction cost was estimated at $50,000, first year operating cost at $84,000.

White Heath, Ill.—Application for ch. 21 was filed by The Plains Television Corp., licensee of ch. 20 WICS (TV) Springfield, Ill. Proposed outlet, which would operate as a satellite of WICS, would use 200 kw power and an antenna 646 ft. above average terrain. Construction cost was estimated at $175,000, first year operating cost at $75,000.

FCC Initial Decisions Favor Hal Gade, Saline Bcstg. Co.

RECOMMENDATIONS that the FCC grant two applications for new am stations in Eatontown, N. J., and Saline, Mich., were made last week by FCC hearing examiners J. D. Bond and Thomas H. Donahue. Mr. Bond recommended Harold M. Gade for an Eatontown daytime outlet (1410 kc, 500 w) and urged that Monmouth County Broadcasters, which sought the same facilities in Long Branch, N. J., be held in default. Mr. Donahue proposed a daytime grant at Saline (1290 kc, 500 w) to Saline Broadcasting Co., the lone applicant.

The reasoning was similar behind both initial decisions: both localities would receive a first local station and although some interference would result (WNJR Newark, N. J., from the Eatontown grant; WKMH Dearborn and WXYZ Detroit, both Mich., from the Saline grant), the examiners decided that the need for the new services outweighed the need for the service which would be lost to the existing stations.

New Britain Hearing Ends

HEARING on the proposed $600,000 purchase of ch. 30 WKNB-TV New Britain, Conn., was completed last week before FCC Hearing Examiners James D. Cunningham and Herbert Sharfman. The hearing, ordered on the Commission's own motion following now-dismissed protests by WNHC-AM-FM-TV New Haven, Conn., and WATR-TV Waterbury, Conn., began Sept. 7. Issues involve purported concentration and overlap.

Presenting the case for NBC last week were Charles R. Denny, executive vice president in charge of operation, and Hugh M. Beville Jr., vice president in charge of planning and development. The two executives held that there are multiple competing facilities in the area, and that NBC's operation of the outlet would aid development of uhf there. Exhibits pointing up NBC's ch. 17 WBUF (TV) Buffalo uhf promotional activities were submitted. Date for filing proposed findings on the case was set for Oct. 7, and date for filing replies to proposed findings was set for Oct. 13.

WMAM-WMBV-TV Purchase By Guild Films Co. Stayed

THE $600,000-plus purchase of WMAM-WMBV-TV Marinette, Wis., by Guild Films Co., approved July 18 without hearing and, protested by WFRV-TV Green Bay, Wis. [B•T, July 16], was designated for "further proceeding" by the FCC last week. Presumably, the action means that the Commission will at some later date either order oral argument or a full evidentiary hearing on the transaction.

Guild purchased WMAM and ch. 11 WMBV-TV last June from M&M Broadcasting Co. WFRV-TV filed a protest against the transfer criticizing the past operation of WMBV-TV and questioning the entry of a film syndication firm into tv station ownership.

In last week's order, the Commission found that WFRV-TV was a party in interest. The FCC also ordered that the grant be stayed pending final determination of the protest, and, in the event the transfer has already taken place, gave Guild until Oct. 19 to return control to M&M.

FTC Chairman Is Praised In War on 'Bait' Advertising

FTC CHAIRMAN John W. Gwynne was commended last week by the National Appliance & Radio-Tv Dealers Assn. for his work in helping "to curb misuse of radio and television by bait advertisers" and asked to turn his attention to other abuses in the appliance industry.

In a letter to Comr. Gwynne, NARDA's managing director, A. W. Bernsohn, said industry will "benefit" from the probe of bait advertising—"both from the deletion of some of the unsavory competition in it and from the improvement in the programming level that should result."

Mr. Bernsohn also called for a probe into builder sales practices and abuses in the appliance industry, which he claimed have placed many dealers at a "serious competitive disadvantage." He alluded to the practice whereby one classification of appliance purchaser (the builder) is singled out for prices appreciably lower than those charged other groups (dealers) for the same merchandise.

Ch. 19 to Bishop, Calif.; 3 Allocation Changes Asked

ACTING on another of its notices of proposed rule-making issued last July, the FCC last week took final action and assigned ch. 19 to Bishop, Calif., giving that city its first tv channel. The rule-making proposed allocating either ch. 3, 8, 17, 19 or 25 to Bishop.

Three new requests for changes in allocations have been filed with the FCC. WBRE-TV Wilkes-Barre, Pa., asked the Commission to delete ch. 56 from Cortland, N. Y., and assign it to Binghamton, N. Y., substituting ch. 72 at Cortland. This would give Binghamton chs. 12, 40, 46 (educational) and 56. WBRE-TV indicated it would file an application for ch. 56 in Binghamton if the change should be authorized.

WLAC-TV Old Hickory, Tenn. (ch. 5), asked the FCC to reassign ch. 5 from Old Hickory to Nashville. WLAC-TV also requested issuance of an order to show cause why WLAC-TV's license shouldn't specify Nashville instead of Old Hickory.

Gregg Tv Inc., Longview, Tex., a newly formed group, asked the Commission to delete educational ch. 2 from Denton, Tex., assign it to Longview as a commercial channel and allocate educational ch. 71 to Denton.

WCAU
PHILADELPHIA

means personalities

Good show, John Facenda, let's call it a day. This man is really amazing. His 11 p.m. news on WCAU-TV rates an impressive 20.3 average in ARB for the first six months of 1956. Name any other three newscasters heard in Philadelphia—network or local. Their *combined* ratings will be less than that of Facenda's nightly chat to 851,000 faithfuls. One-time newspaperman John Facenda does 16 news shows a week. Eleven TV, 5 radio and they all click. The reason? Call it sincerity, magnetism, personality. Personality—that's what makes John Facenda the outstanding newscaster in Philadelphia.

That's what makes WCAU, too.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations.*
Represented nationally by CBS Spot Sales.
By far Philadelphia's most popular stations.
Ask ARB. Ask Pulse. Ask Philadelphians.

Jacksonville Ch. 36 Outlet Opposes Local Ch. 12 Grant

GRANT of ch. 12 Jacksonville, Fla., to Florida-Georgia Television Co. [AT DEADLINE, Sept. 3] was attacked last week when ch. 36 WJHP-TV Jacksonville filed an appeal in the federal circuit court in Washington. The Jacksonville NBC-ABC uhf outlet also asked for a temporary stay of the ch. 12 grant pending the outcome of its appeal.

Last month the FCC granted ch. 12 to the Florida-Georgia company and denied competing applications by WJAX and WPDQ in the same city. The Commission voted four to two in making the grant, which reversed an examiner's initial decision favoring WPDQ. Florida-Georgia principals are George H. Hodges and Alexander Brest, local businessmen, 26% each; Harold S. Cohen, WRHC Jacksonville owner, 19%; Mitchell Wolfson-Sidney Meyer interests (WTVJ [TV] Miami and theatres), 20%; Jesse H. Cripe, WTVJ operations manager, 3%, and others.

Essence of WJHP-TV's appeal was that Jacksonville should have been included in the deintermixture proposals made by the FCC in its June 25 order. Like New Orleans or Duluth-Superior in those orders, WJHP-TV said, Jacksonville had one vhf and one uhf on the air and the second vhf still pending a final decision. On June 29 WJHP-TV asked the FCC to include Jacksonville as one of the deintermixture cities and to stay the ch. 12 grant or issue a final order making the grant but forbidding construction. The FCC denied part of this last month when it issued the ch. 12 grant, and the remainder last week.

In an affidavit accompanying the appeal, John H. Perry Jr., president of the Jacksonville Journal Co., parent of WJHP-TV, disclosed that the ch. 36 outlet cost $561,575 to build and has sustained an aggregate operating loss from commencement of operation in December 1953 to June 30 of this year of $448,900. He also said that Jacksonville is 90% converted to uhf, and that since the grant of ch. 12 he has been unable to gain assurance from NBC that it would continue its affiliation contract.

Henry Kaiser Seeks Approval For New Honolulu Am Station

INDUSTRIALIST Henry J. Kaiser has made his entrance into the broadcasting field, filing for FCC approval of a new am station at Honolulu, Hawaii. The proposed outlet will be 50% owned by Mr. Kaiser and 50% by Hal Lewis, owner of Hal Lewis Assoc., Honolulu station representative firm, and disc jockey on KGU Honolulu.

The application seeks 1040 kc, 5 kw unlimited. Construction cost was estimated at $42,800 and first year operating cost at $50,000. Studio location for the station is proposed as Mr. Kaiser's $10 million Hawaiian Village Hotel. Mr. Kaiser reportedly is preparing an application for one of Honolulu's available tv channels—chs. 11 and 13.

WNET (TV) Charges FCC With Flouting the Law

THE FCC has flouted the law, ch. 16 of Rhode Island Inc. (WNET [TV] Providence) charged in filing an appeal in the Federal Appeals Court in Washington against the FCC's refusal to terminate authority for ch. 12 WPRO-TV Providence to operate.

Now-dark WNET claimed that when the appeals court reversed the FCC last January, the Commission was required to suspend its grant (and thus force WPRO-TV to suspend operation). It asked the court to order the FCC to do so.

The case goes back to 1953 when the FCC granted ch. 12 to WPRO, after a merger was agreed among four competing applicants. Ch. 16 WNET, then operating, protested the grant, and the FCC granted a stay against the ch. 12 permittee. In 1954, after a hearing, the examiner's initial decision, without conclusions, was issued, and in January 1955, the FCC issued a final decision upholding its grant to WPRO, and lifting the stay order. WNET appealed this to the court, which reversed the FCC in January this year. The Commission, which has ordered the 1954 hearing reopened, refused, however, to force WPRO-TV to cease operation. It is this action which WNET is appealing.

Sacramento Uhf Protests KOVR (TV) 40-Mile Move

PROTEST has been filed with the FCC against a proposed transmitter site move by ch. 13 KOVR (TV) Stockton, Calif. KOVR applied for FCC authority to move from Mt. Diablo to Butte Mt., about 40 miles farther away from San Francisco, and said it afterwards would secure ABC affiliation [B•T, Aug. 27].

KCCC-TV Sacramento (ch. 40), protesting the KOVR application, charged that the proposal would create "white" areas and cause service overlap with ch. 47 KGEO (TV) Fresno. KCCC-TV claimed that the result of the move would cause almost three million people to lose KOVR's Grade A and B services, depriving Stockton of its only tv station. KCCC-TV, an ABC affiliate, pointed out that it has been on the air since 1953 and competes with two vhf's—ch. 10 KBET-TV (CBS) and ch. 3 KCRA-TV (NBC). If the move takes place, KCCC-TV said it would lose its affiliation to KOVR and be forced to go off the air.

Three Uhf Video Stations Lose Construction Permits

CANCELLATION of the construction permits of three more uhf television stations was announced by the FCC last week. Revoked were ch. 47 WOKA (TV) Macon, Ga.; ch. 32 KTVE (TV) Longview, Tex., and ch. 23 KRSM (TV) Yakima, Wash. The Commission's action in deleting the three outlets for failure to prosecute brings the total of canceled uhf cps to 173.

WOKA, which at one time was on the air, was owned by J. C. Barnes Sr. (75%), and E. K. Cargill (25%). KTVE, also on the air at one time, was 100% owned by A. James Henry. Principal KRSM stockholder was Robert S. McCaw, who also owns KWIQ Moses Lake, Wash., and 33.3% of KALE Richland and KYAK Yakima, Wash. Latter two stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw.

KTRK-TV Appeal to Court On KGUL-TV Change Denied

THE FCC last week denied a petition filed by ch. 13 KTRK-TV Houston asking that ch. 11 KGUL-TV Galveston, Tex., be prohibited from changing its present facilities until the outcome of a court appeal filed by the ch. 13 outlet.

Last February, following a protest hearing, the FCC reaffirmed its grant permitting KGUL-TV to move its transmitter site closer to Houston. The protest had been filed by KTRK-TV, which appealed this decision to the U. S. Court of Appeals in Washington. A KTRK-TV request for a stay was denied by the court.

NABET Takes Huntington Protest to Appeals Court

A UNION of broadcast technicians has taken to the U. S. Court of Appeals the FCC's June 20 grant of the $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., by Greater Huntington Theatre Corp. to Cowles Broadcasting Co.

The National Assn. of Broadcast Engineers and Technicians filed an appeal last week in the Washington appellate court against the Commission's denial last month of its protest against the sale approval [B•T, Aug. 20]. The union claimed that the FCC should have given it a hearing on its protest.

The union protest was hinged on the fact that it had a complaint before the National Labor Relations Board against the former WHTN licensee on the dismissal of five employees, and it requested that the *status quo* be maintained pending the outcome of an NLRB bargaining unit election. The FCC in its decision last month said that was not sufficient reason to stay the grant.

Community Tv Firm Attacks Palm Springs Translator Bids

CALLING the FCC's newly authorized tv translator service a "will-o'-the-wisp," Palm Springs [Calif.] Community Tv Corp. (PSCTC) last week asked the Commission to order a hearing on applications for five translator stations at Palm Springs. The five applications were filed by one group, Palm Springs Translator Station Inc. The community system is owned by Paramount Pictures.

PSCTC said it has been in the community antenna system business for more than four years and has invested more than $500,000 in its service. Hitting the translator proposals, PSCTC charged that "many people will be deluded into buying expensive equipment only to find that such service is a will-o'-the-wisp."

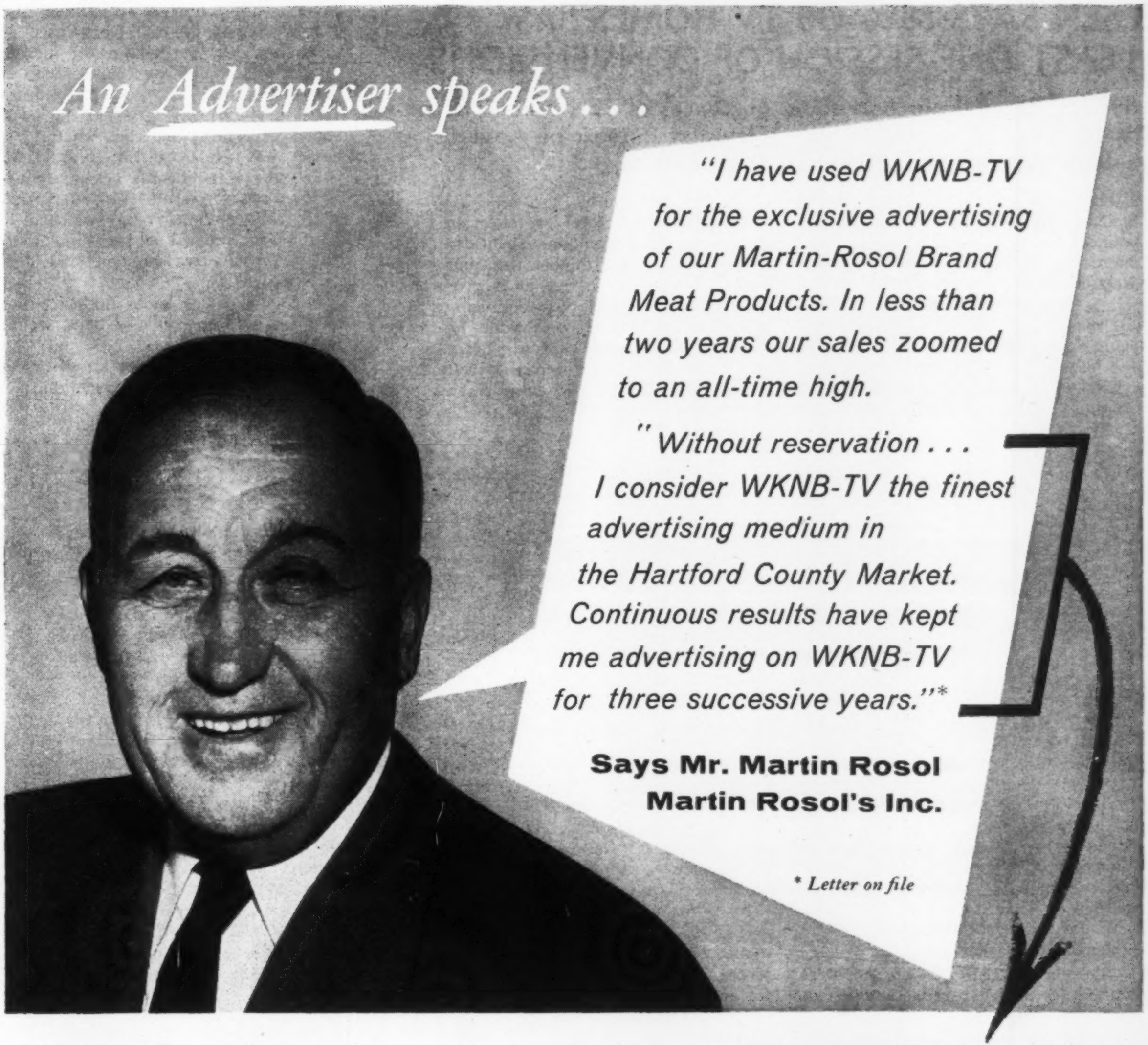
The community antenna group also charged that the translator applicant has unlawfully engaged in prior construction and questioned its financial ability—as a non-profit corporation—to build the proposed stations. Other charges leveled by PSCTC: the translator group plans to give the stations to the city yet makes no showing that the city will or legally can agree to assume such operation; failure of the applicant to obtain the rebroadcast consent of the stations it proposes to retransmit.

FCC Says Majority Rules In Granting WCHS-TV Shift

MAJORITY RULE concept was upheld by the FCC when the Commission affirmed a hearing examiner's initial decision and granted a transmitter-site move and equipment changes to ch. 8 WCHS-TV Charleston, W. Va. The action ended—at least for the time being—a dispute between two WCHS-TV factions, WCHS-TV Inc. (60% owner of the station), which sought the facilities changes, and Capital Tv Co. (40% stockholder), which opposed the request.

The FCC's ruling refused to recognize Capital as a separate party to the proceedings. The Commission said that to allow participation by minority stockholders in such cases "would tend to turn the Commission's hearing process into a forum for the airing and litigation of intracorporate troubles and conflicts . . ." and hamper FCC processes.

The grant provides for a decrease in power from 316 to 158 kw, an increase in antenna height to 1,236 ft. and a transmitter site move to Coal Mountain, 11 miles from Charleston.



An Advertiser speaks . . .

"I have used WKNB-TV for the exclusive advertising of our Martin-Rosol Brand Meat Products. In less than two years our sales zoomed to an all-time high.

"Without reservation . . . I consider WKNB-TV the finest advertising medium in the Hartford County Market. Continuous results have kept me advertising on WKNB-TV for three successive years."*

Says Mr. Martin Rosol
Martin Rosol's Inc.

* Letter on file

"Without reservation, I consider WKNB-TV the finest advertising medium in the Hartford County Market"

More and more national and local advertisers use WKNB-TV, because they get more results at lower cost. WKNB-TV reaches more than 375,000 families . . . situated in the heart of the New Britain-Hartford market . . . 31st biggest and 3rd richest in the United States.

National Representative: The Bolling Co., Inc.

Basic NBC **WKNB-TV** channel **30**

Studios and Offices • • **West Hartford 10, Conn.**

NIELSEN SAYS 88% OF TV HOMES SAW AT LEAST ONE SESSION OF CONVENTIONS

Democrats, Republicans had equal audiences of 32.1 million households for political events, which Television Bureau of Advertising says were witnessed by largest audience yet.

ALMOST nine out of 10 television homes (88%) viewed at least one session in each of the two major political conventions last month, and "by an interesting circumstance" the Democrats and the Republicans had equal audiences of 32.1 million U. S. homes, A. C. Nielsen Co. reported last week.

Television Bureau of Advertising, after analyzing the Nielsen findings in behalf of the tv industry, reported that "the 1956 political conventions were viewed by far more people than have ever witnessed any other event in the history of mankind." TvB offered these highlights:

"(1) The number of families viewing each of the 1956 political conventions, over 32 million different American homes, represents a gain over the 1952 convention audience estimated to be even greater than that of the growth of television homes, which increased from 17,983,200 in the summer of 1952 to 36,500,000 in the summer of 1956.

"(2) While the percentage of television homes which watched each of this year's conventions (88%) is estimated to be greater than four years ago, the average tv home in 1956 saw a greater share of this year's conventions' proceedings than four years ago. The public's viewing of the 1956 conventions totals 547 million home hours of viewing versus a potential of 2 billion 190 million home hours of viewing if each television home had watched each minute of the convention during the approximate 60 hours that the conventions were telecast. While the average tv home saw 25% of the conventions in 1956, the average tv home saw 20% of the conventions in 1952.

"(3) Homes viewing television—per average minute — during the 1956 conventions were higher than that for the comparable time periods of the 1952 conventions.

"(4) The actual level of television viewing throughout the conventions, again expressed as average audience per minute, was slightly higher than for the week of regular tv programming immediately before the conventions and higher than that of the two comparable 1955 weeks when regular programming was telecast.

"(5) Of the 462 commercial tv stations then on the air, the conventions were carried by 393 which can be seen by 99.7% of the nation's tv homes."

Meanwhile, Nielsen's tv top tens for the two weeks ended Aug. 25, which encompassed both conventions, showed convention coverage in three of the first four places in terms of total homes viewing six minutes or more. A GOP session on CBS-TV placed first, a Democratic session on CBS-TV placed third and a GOP session on NBC-TV placed fourth, while CBS-TV's *Ed Sullivan Show* was second.

In terms of average—number of homes reached during the average minute of the program—the convention did not make the top ten, however. First four places in that category went to *Sullivan Show, $64,000 Challenge, G. E. Theatre,* and *Gunsmoke* in that order.

In its report on the conventions themselves, the Nielsen Co. said homes viewing the Democratic convention averaged 9 hours 39 minutes per home, while those watching the Republicans averaged 7 hours 22 minutes. The difference was attributed to the extra day and longer sessions by the Democrats.

For the two conventions, daily audiences ranged from 23 to 27 million homes, according to the report, which also noted: "These daily levels, when related to the 32.1 million total for each convention, indicated a great deal of day-after-day tuning-in by millions of homes."

Peak viewing for the Democrats, according to Nielsen, was at the time of their balloting for the presidential nomination, with 17.8 million homes watching these proceedings at 11-11:30 p.m. on Aug. 16, and during the next night's acceptance speeches when 15.4 million homes watched [Aug. 17, 10:30-11:30 p.m.].

For the Republicans, peak viewing in the Nielsen count was at 10-10:30 p.m. Aug. 21, when 19.2 million homes watched President Eisenhower's arrival in San Francisco, and on Aug. 23 when the President made his acceptance speech.

Nielsen said its radio audience figures, as well as combined radio-tv data, would be released this week.

At bottom of this page are Nielsen's tv audience figures for each convention.

Subcommittee Asked to Probe Sen. Butler's Radio-Tv Plans

THE Senate Elections Subcommittee has been asked to investigate reported plans by Sen. John Marshall Butler (R-Md.) to spend $90,000 for radio and tv time this fall in his campaign against Democrat George P. Mahoney in a contest for the Senate seat.

John G. Turnbull, chairman of the Maryland Democratic Campaign Committee, said Sen. Butler has budgeted $140,000 for the campaign, of which $90,000 is for radio-tv, and described this as a "fantastically high" amount to spend for "a massive brainwashing of the voters via radio and television paid advertising."

The Senate Elections Subcommittee, headed by Sen. Albert Gore (D-Tenn.), is conducting a running investigation of campaign expenditures this fall [B•T, Sept. 17].

Mr. Turnbull said Mr. Mahoney spent only $9,923.93 for radio-tv in his unsuccessful 1952 campaign against Sen. J. Glenn Beall (R-Md.), $3,713.32 for that purpose in the 1952 Democratic senatorial primary and $4,785.51 last spring in his primary contest with Millard E. Tydings.

DEMOCRATIC CONVENTION

Total Homes Reached (000)*

New York Time	Monday Aug. 13	Tuesday Aug. 14	Wednesday Aug. 15	Thursday Aug. 16	Friday Aug. 17
12:30- 1:00 pm		6,351			
1:00- 1:30 pm	6,716	6,534		6,424	6,388
1:30- 2:00 pm	6,935	6,132		6,680	6,607
2:00- 2:30 pm	6,497	5,950		7,227	6,899
2:30- 3:00 pm	6,570	6,096		7,738	7,446
3:00- 3:30 pm	3,504	6,424	1,898	7,702	7,592
3:30- 4:00 pm	1,935	2,044	1,606	8,140	9,381
4:00- 4:30 pm				8,578	10,038
4:30- 5:00 pm				9,636	10,038
5:00- 5:30 pm				9,381	11,790
5:30- 6:00 pm				9,198	11,790
6:00- 6:30 pm				9,527	4,161
6:30- 7:00 pm				10,038	
7:00- 7:30 pm				9,709	
7:30- 8:00 pm				5,585	
9:00- 9:30 pm		12,374	14,272		2,409
9:30-10:00 pm	14,970	13,104	14,053	9,892	14,126
10:00-10:30 pm	14,600	13,724	14,637	16,754	14,746
10:30-11:00 pm	14,235	12,775	14,637	17,666	15,367
11:00-11:30 pm	14,089	11,352	13,396	17,849	15,513
11:30-12:00 md	12,447	5,329	10,841	15,111	14,199
12:00-12:30 am			8,906	12,921	
12:30- 1:00 am			6,351		
1:00- 1:30 am			5,512		
1:30- 2:00 am			4,453		
2:00- 2:30 am			4,052		
2:30- 3:00 am			2,519		
Daily Total	24,309	22,959	22,813	26,755	25,587
Convention Total					**32,120**

REPUBLICAN CONVENTION

Total Homes

New York Time	Monday Aug. 20	Tuesday Aug. 21	Wednesday Aug. 22	Thursday Aug. 23
12:30- 1:00 pm				
1:00- 1:30 pm				
1:30- 2:00 pm				
2:00- 2:30 pm	6,789			
2:30- 3:00 pm	7,045			
3:00- 3:30 pm	6,972			
3:30- 4:00 pm	6,424			
4:00- 4:30 pm	7,410			
4:30- 5:00 pm	7,373			
5:00- 5:30 pm	3,285			
6:00- 6:30 pm		7,410	7,556	
6:30- 7:00 pm		8,103	8,030	
7:00- 7:30 pm	9,855	9,965	8,322	9,636
7:30- 8:00 pm	11,169	10,257	9,855	10,546
8:00- 8:30 pm	12,775	11,680	12,441	12,264
8:30- 9:00 pm	14,491	13,469	14,345	14,783
9:00- 9:30 pm	14,746	14,454	15,075	16,133
9:30-10:00 pm	16,097	16,608	15,732	17,484
10:00-10:30 pm	13,432	19,236	17,192	18,323
10:30-11:00 pm	6,680	17,593	15,221	
11:00-11:30 pm		8,651	12,593	
11:30-12:00 md			10,987	
12:00-12:30 am			9,308	
Daily Total	25,623	25,222	25,879	22,995
Convention Total				**32,120**

* Number of different homes reached—six-minute audience basis.

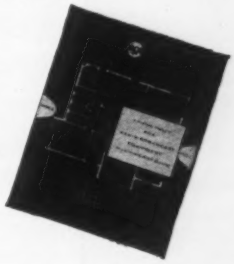
Planning a Radio Station?

RCA RADIO BROADCAST EQUIPMENT

Here's a helpful folder that shows AT A GLANCE *just what you'll need!*

The main equipment items that go into the assembly of a radio broadcast station are represented on this see-at-a-glance "pull-out" display folder. Graphic pictures and descriptions of RCA equipments, with their related system functions, are connected by arrows. The signal path is traced from pickup source to antenna radiation, showing equipment requirements at every step. Reduce your station planning to its simplest form with this graphic guide.

Ask your RCA Broadcast Representative to show you this new display folder of Radio Broadcast Equipment (form 3J-2832).



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Broadcast and Television Equipment ***Camden, N. J.***

NARTB OPENS REGIONAL CONFERENCES WITH MEETINGS IN MINNESOTA, UTAH

More than 300 station executives take part in two-day sessions held in Minneapolis and Salt Lake City. Time-selling, management problems highlight discussions.

BUSINESS at the nation's radio and tv stations is generally on the upgrade and broadcasters intend to make it even better, they indicated last week at a series of open and closed sessions held during the NARTB regional conferences in Minneapolis and Salt Lake City.

Another week of conferences opens today in San Francisco, moving to Oklahoma City Thursday-Friday (see story, page 91).

Two members of the FCC took part in the meetings—Comr. T. A. M. Craven, at Minneapolis in his first industry talk since re-joining the Commission, and Comr. John C. Doerfer. at Salt Lake City. They reviewed allocation and regulatory problems, with Comr. Craven calling on the industry to cooperate with the Commission in working out a solution to spectrum problems (story, page 92). Comr. Doerfer made major news when he proposed "indeterminate licenses" for stations operating in the public interest.

More than 300 station executives took part in last week's two-day programs. A heavy amount of the discussion centered around time-selling and management problems and such top-level matters as allocation, regulation and investigations.

NARTB's headquarters staff brought delegates up-to-date on Washington regulations and the rash of Congressional investigations that has haunted the industry.

One unhappy note was sounded at the Minneapolis meeting, though delegates spoke highly of most of the programming.

"Why isn't Radio Advertising Bureau here like Television Bureau of Advertising?" many delegates asked.

NARTB explained that RAB was invited but preferred to hold separate clinics. Ben Sanders KICD Spencer, Iowa, an NARTB board member who said he had resigned from RAB recently, made this observation:

Next year we'll have a radio sales clinic and it'll be a good one—whether RAB takes part or not."

NARTB headquarters officials explained that sales activities were transferred several years ago to the two independent agencies—RAB and TvB.

A dramatic TvB sales presentation, showing the impact of the medium, was attended by approximately 200 agency and advertiser executives. They saw fast-moving arrays of audience and impact charts and figures, emphasized by novel sound and visual effects.

There was general agreement that the two-day agenda of the 1956 regional series is a big improvement over last year's three-day plan. The pace was faster and attendance in meeting rooms was good. At Minneapolis Monday and Tuesday 208 delegates were registered as against 158 for the same region a year ago. Salt Lake City had 100 registrants Thursday and Friday compared to 75 last year.

Fifty representatives of film, transcription, programming and other interests took part in the meetings, with several having small exhibits.

Phil Archer, timebuyer of Campbell-Mithun, talked candidly at Minneapolis about some sloppy station practices that irk timebuyers and suggested ways stations can improve effectiveness of broadcast advertising (see story, page 36).

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., TvB board chairman, welcomed Twin City agency and advertiser guests at the Minneapolis TvB presentation. Oliver Treyz, TvB president and Gene Accas, operations director, co-narrated a wide-screen Cellomatic presentation showing television's rapid growth and its impact on the viewing audience, drawing comparisons with other media [B•T, Sept. 17].

Mr. Treyz observed that Twin City advertisers provide 5% of the total 1956 tv advertising investment in network and national spot time, or a $20 million investment in facilities. He mentioned General Mills and Pillsbury as network advertisers, and Hamm beer and Cream of Wheat as spot buyers. Howard Abrahams, director of TvB's retail sales department, worked with Mr. Treyz at Salt Lake City.

At Thursday's opening lunch in Salt Lake City, John M. Outler Jr., WSB Atlanta, pleaded for stabilized rate practices and principles. He called for more "good radio" and urged observance of code provisions. "The most valuable service rendered by NARTB is the ability and capacity and position to protect the industry from needless and unwarranted government regulation," he said.

In adopting resolutions, the Minneapolis group asked NARTB to study telephone company restrictions on use of regular phone lines for remote news programs and special events of all types. The resolution commented on the "unique abilities" of radio in covering programs where spontaneity is the essence.

Other resolutions asked RAB to make a radio presentation at next year's meeting; thanked TvB for its presentation; endorsed the proposal for five-year radio and tv station licenses, thanked Comr. Craven and the board members for their part in the meeting.

Ernest C. Sanders, WOC Davenport, Iowa, was chairman of the resolutions committee. Other members were Joe Floyd, KELO Sioux Falls, S. D.; Anthony Koelker, KMA Shenandoah, Iowa; Charles L. Scofield, KEYZ Williston, N. D. and Richard C. Smith, KMBC Kansas City.

The Monday luncheon drew a lively discussion of the proposal to restore at-large directors to the radio board. E. K. Hartenbower, KCMO Kansas City, debated in favor of at-large directors and Jack Dunn, WDAY Fargo, N. D., took the negative side. Mr. Hartenbower analyzed NARTB radio membership in the region and felt deletion of at large directors as scheduled next spring would deprive small, medium, large and fm stations of special representation on the board. Mr. Dunn contended the 29-man radio board has become unwieldly, with 17 district directors and four network members adequate to do the job. He said at-large directors have special axes to grid.

In the discussion, Ralph Evans, WHO Des Moines, questioned the logic of cutting the board's size during a period of industry growth. George W. Armstrong, WHB Kansas City, suggested non-network stations were entitled to representation. President Fellows wondered if this might lead to intra-industry feuding. "We try to get independent stations on committees," he said.

Leading the by-laws debate at Salt Lake City were Ken Nybo, KBMY Billings, Mont., for restoration of at-large directors, and Richard M. Brown, KPOJ Portland, Ore., for the negative.

With NARTB about to expand its public relations activity, President Fellows reviewed the association's history, its similar problems in the mid-'20s and mid-'50s and what is being done about them. Observing that radio and tv are attractive targets for critics, he explained

DOERFER COMES OUT FOR UNLIMITED LICENSES

"INTERMEDIATE LICENSES" permitting radio and tv stations to operate so long as they are broadcasting in the public interest were proposed Thursday night by FCC Comr. John C. Doerfer in an address to the NARTB regional conference in Salt Lake City (other conference stories begin above).

Comr. Doerfer said he saw no reason "to keep on tenterhooks those stations that are rendering a public service." Those who are running "electronic jukeboxes," however, and ignoring the public service "should be put on tenterhooks and should not be given three years to do as they are under the present system of licenses," he contended.

FCC Chairman George C. McConnaughey recently proposed an extension of broadcast licenses and renewals from a three to five-year minimum [B•T, Sept. 17]. He made this suggestion in an address to Radio & Television Executives Society, New York.

At Salt Lake City, Comr. Doerfer criticized FCC's system of reporting program-type percentages and said he was not concerned whether public service programs are sponsored. He proposed a system of narrative-type reports showing how programs are in the public interest. These would be documented.

He and other commissioners are concerned about "roulette-wheel stations," he said, and about the censorship angle. He explained he wouldn't hesitate to revoke a station license where there is reasonable proof it has not been operating in the public interest, adding the FCC would however hesitate to decide what programming is good for the public.

While most broadcasters are doing a conscientious job, he said, those who aren't may find their records plaguing them at time of renewal or hearing on a tv application.

Comr. Doerfer would favor a shift of tv to uhf if engineers can assure him it will be equal to vhf, but he would hesitate to give up all the vhf band because it is suitable for "wide open spaces" where people are as much entitled to tv as cities.

Commenting on illegal boosters in Colorado, for which Gov. Edwin C. Johnson has assumed jurisdiction, he felt "responsible public officials" should wait to see what the courts say. He explained regulatory and other factors that cause long delay in resolving some of its problems, and said if all 48 states took control of electronics, "confusion and chaos would result." He did not take a stand on community antenna systems since the topic was to be debated later.

REGIONAL MEETING series at Minneapolis of NARTB included this delegate group (l to r): Tom Barnes, WDAY Fargo, N. D.; Robert N. Ekstrum, WCCO-TV Minneapolis; Ralph Evans, WHO Des Moines; E. K. Hartenbower, KCMO Kansas City; George W. Armstrong, WHB Kansas City.

ALSO at Minneapolis were these delegates (l to r): Kenneth M. Hance, KSTP St. Paul; Frank P. Fogarty, WOW Omaha; Bill Stewart and Virgil Sharpe, KOWH Omaha. Regional sessions were held in the Nicollet Hotel last Monday and Tuesday. Two meetings are set this week: San Francisco and Oklahoma City.

how the association's directors have discovered trouble at the source and have taken corrective action.

Major corrective steps, he said, have been the radio standards and television code, followed by stepped-up government relations activity. Now, he added, the board has provided funds to expand NARTB public relations efforts. "Each of you . . . is a public relations practitioner," he explained, devoting more time to public relations than to programming and sales. He cited civic and church activities as examples.

NARTB devotes much of its time and energy to public relations, Mr. Fellows said, but in expanding this phase of the work the association will employ "a top executive within the house who will devote his full time to coordinating this effort, and to actual field work as well. Our purpose will be to persuade: to tell convincingly, and in every forum, the positive story of broadcasting—and to do this so effectively that there may be no misunderstanding anywhere, at any time, about broadcasting in America.

"This greatest formula for communication among peoples has survived the tortures of investigations and charges and counter charges before, and emerged stronger and more meaningful in its position. It will do so again—if we live by a creed of decency and respect for those whom we serve, and if we seek to explain our actions (not in justification, but in interpretation) as vigorously and courageously as we defend ourselves in the face of injustice."

Station operating problems and ways to handle them were discussed at separate roundtables held for small-market and large-market radio stations and for tv stations. Most of these meetings were held behind closed doors, NARTB officers explaining that delegates could discuss their management situations more frankly if the proceedings were not reported.

The first morning was strictly a roundtable session, with John F. Meagher, radio vice president, presiding. President Fellows spoke Monday noon at Minneapolis and Friday noon at Salt Lake City. The first afternoon program included concurrent radio and tv meetings, with tv programming built around the code and a presentation by Oliver Treyz, president, Television Bureau of Advertising.

Second morning radio and tv roundtables included a Washington review by Thad H. Brown Jr., NARTB tv vice president, and a case history analysis of a small-market tv station by Mr. Tower. Vincent T. Wasilewski, NARTB government relations manager, discussed the situation on Capitol Hill.

High spot of the large-market radio session was an availabilities formula described by C. L. Thomas, KXOK St. Louis, who presided. Mr. Thomas explained how a group of 10 spot availabilities, spread over night and day but not identified by time, could be supported by data on number and composition of audience. In at least half of the instances in which a timebuyer picked a package of five spots out of the 10 availabilities, he said, about half of the spots would turn out to be in nighttime hours. He said this demonstrated how the unjustified prejudices against purchase of nighttime spots could be overcome.

William B. Quarton, WMT-TV Cedar Rapids, Idaho, vice chairman of the NARTB Tv Code Review Board, told Minneapolis delegates how code monitoring had expanded in the last year, with networks given weekly commercial analyses of every program they carry. Over a third of the 287 individual station members have been monitored, he said. He listed three non-industry groups that have monitoring activities —National Audience Board, National Assn. for Better Radio & Television and the new $100,000 project of the Federal Trade Commission.

He warned stations that if they are to keep pressure groups and government from running their business, they must do the same things and do them better, as well as first. He said National Better Business Bureau had affirmed what the code board had already found—that bait-switch is rare on tv with fewer than 2% of such advertising existing in tv compared to 93% in newspapers.

Noting that 170 tv stations are not subscribers to the tv code, President Fellows asked stations to enforce its provisions as an answer to the activities of pressure groups. He described nationwide monitoring activities and the stepped-up enforcement campaign, adding that only two stations have resigned. He urged stations to give full publicity to their code participation.

Edward H. Bronson, NARTB tv code affairs director, did not attend the Minneapolis meeting because of illness. Charles S. Cady, assistant director, took part in the meeting.

In the code discussion, details were explained of the pitch policy and the ruling on piggy-back or split commercials.

Mrs. Hugh McClung, KHSL Chico, Calif., representing the NARTB Tv Code Review Board at Salt Lake City, said the so-called "get tough" policy of the board included a wider publicizing of its enforcement work. Some stations have withdrawn from the code structure, she said, but 15 new ones have joined since last June. She told how the code board is moving into the field of tv film producer-distributor activity. She and G. Richard Shafto, WIS-TV Columbia, S. C., along with code staffmen, will meet on the coast this week with film interests to work out details of affiliation.

Mrs. McClung reviewed recent changes in code enforcement, including a ruling on intimately personal products as well as others on pitch programs, piggy-back announcements and Hollywood film promotion.

Charles H. Tower, NARTB employe-employer relations manager, unveiled a special employe selection guide he has prepared for broadcasters. The four-page guide provides a series of ratings covering specialized knowledge and technical skills, general abilities and special personality traits. Rating techniques are provided for basic qualities that a good employe should have and a section on job information covers a description of the job and job standards. Finally, a rating formula matches job and applicant qualifications.

Mr. Tower explained that broadcasting labor costs run higher than most industries, ranging from 40% to 45% of total costs. In view of this, he said, selection of employees becomes important. A rule of thumb formula covering the cost of an error in hiring is about six weeks salary, he suggested, but said a mistake can easily cost a station $10,000 or more. Another problem is the employe "who is all right but you could do better," he said. He discussed cost of employe turnover, especially at small stations "where you train people who stay six months or a year and than move to another station."

Next NARTB Regional Meets: San Francisco, Oklahoma City

TWO MORE meetings this week at San Francisco (Mon.-Tues.) and Oklahoma City (Thurs.-Fri.) will wind up the first half of the NARTB's regional conference series. William D. Pabst, KFRC San Francisco, NARTB District 15 director, is host director at San Francisco. Taking part in a debate on the status of at-large directors will be Charles Hamilton, KFI Los Angeles, in favor of restoring at-large board representation, and Richard M. Brown, KPOJ Portland, Ore., opposed. Mr. Brown, a board member, was chairman of a committee that favored deletion of at-large directors after a study of the problem. FCC Comr. Rosel H. Hyde will speak at the banquet.

L. W. Tromlitz, KERG Eugene, Ore., will preside at a small-market radio roundtable. William Baxley, KABC Los Angeles, will moderate a similar session for large-market stations. Colin M. Selph, KEYT (TV) Santa Barbara, will discuss tv sales problems. Calvin J. Smith, KFAC Los Angeles, is chairman of the resolutions committee.

Robert L. Pratt, KGGF Coffeyville, Kan., is host director at Oklahoma City. The direc-

TRAVELING crew for NARTB headquarters included these nine who took part in the Minneapolis meeting (l to r) (seated): John F. Meagher, radio v.p.; President Harold E. Fellows; Thad H. Brown Jr., tv v.p., and standing: Howard Bell, assistant to president; Joseph M. Sitrick, publication-public relations manager; Vincent T. Wasilewski, government relations manager; William L. Walker, convention manager-assistant secretary; William Carlisle, station relations; Charles H. Tower, employe-employer relations manager. Charles S. Cady, assistant tv code director, was absent when photo was taken.

torship debate includes Richman Lewin, KTRE Lufkin, Tex., affirmative, and George H. Clinton, WPAR Parkersburg, W. Va., negative. Mr. Clinton is a NARTB board member and served on Mr. Brown's committee. Small-market roundtale will be moderated by George W. Marti, KCLE Cleburne, Tex., affirmative, with Frank S. Lane, KRMG Tulsa, handling the large-market session. FCC Comr. Robert E. Lee will speak at the Thursday banquet. Roy Bacus, WBAP-TV Fort Worth, will speak on tv sales. Leo R. Morris, KSWO-AM-TV Lawton, Okla., is chairman of the resolutions committee.

Craven Urges Patience On Spectrum Headaches

TELEVISION'S spectrum headaches can only be solved by cooperation of broadcasters and industry with the FCC, Comr. T. A. M. Craven told NARTB members Monday at their Minneapolis regional meeting.

In his first public address since rejoining the Commission last July 1, Comr. Craven said the FCC "is sympathetic with the unsound economic situation" facing some tv broadcasters and considers economic stability part of its public service obligation. He wondered if some broadcasters will "again fly to Congress and suggest all sorts of ill-considered panaceas?" Instead, he felt confident that after the experience of "this last go-around," the industry will take a broadly constructive position and will follow the example of the statesmen on the Senate Interstate Commerce Committee by refusing to make hasty and ill-considered decisions in this highly complex technical field."

Back of tv's troubles, Comr. Craven explained, is the fact that spectrum space was assigned far in advance of technological development of transmission and receiving systems. In addition, the government spent billions on a communication system that utilized part of the spectrum formerly assigned tv broadcasters, an investment that "just cannot be written off abruptly by a nod of the head" in view of the huge cost.

Land, sea and air services also urgently need more space, he said, and new services are demanding space in the tv band.

Comr. Craven said he felt he could speak "with some degree of authority" in view of his experience—12 years on the FCC, board membership on the old NAB, station manager and engineering consultant. "At least you might expect such a person to understand your problems," he modestly observed.

He recalled that a decade ago censorship was one of the industry's worst problems. The present Commission has no intention of interfering with the broadcaster's right of free speech, he said, but he also said censorship charges are still heard "with respect to programs which have been broadcast, its the Commission's attitude as to what it considers to be a proper program balance, and its attitude with respect to the broadcasting of horse race news."

A Clear-Cut Policy

"It is my hope," he added, "that the Commission will clarify its position and that it will adopt a policy which will remove once and for all any industry fear of Commission reprisal for what is or what is not broadcast."

If tv's problems are to be solved, Comr. Craven contended, "all of us" should be able to anticipate technical progress in transmission, and reception will be compatible with allocation. He felt the Sept. 20 FCC conference on a uhf crash research program is an approach to the long-range solution of the problem. He urged broadcasters to become familiar with the broader technical and economic aspects of this complex problem and to support NARTB in its cooperation with the Commission in a constructive research program.

Community Television Assn. To Hold Regional Conference

THIRD Annual Western Regional Conference of the National Community Television Assn. will take place at the Hotel Multanomah, Portland, Ore., Oct. 4-6.

Among the speakers will be E. Stratford Smith, executive secretary of NCTA, on FCC's translator service and action on unlicensed booster stations; John H. Smith Jr., Vandeburg-Linkletter Assoc. and former NARTB public relations director, on public relations, advertising and promotions, and Henry A. Huettner, Dept. of Labor, on wage-hour laws.

A luncheon meeting Oct. 4 will hear a discussion of future plans by community tv equipment manufacturers Milton J. Shapp, Jerrold Electronics Corp., H. M. Diambra, Entron Inc., and Fitzroy Kennedy, Spencer-Kennedy Labs. Inc. Closed circuit operation on community systems will be discussed by Chester Murphy, Consolidated Tv Cable Corp., Wenatchee, Wash.; Norman Hendry, Prescott, Ariz., and Paul McAdam, Livingston, Mont. A technical session will be led by Archer S. Taylor, Missoula, Mont., consulting engineer.

RAB Passes $800,000 Goal, Projects New Income Rate

RADIO Advertising Bureau, which had set an annual income goal of $800,000 by December 1956, last week announced that it had passed that figure and that it was now projecting for an annual income rate of $840,000 by Dec. 31.

Accounting for the bulk of the rise in income was the addition of 28 members during the past month, which prompted RAB Station Services Director Arch Madsen to comment that "our 1956 membership drive is moving with a momentum that surprises even us."

Stations added to RAB roster in the past few weeks include CKCW Moncton (Canada); KJCK Junction City, Kan.; KTUC Tucson; KWIL Albany, Ore.; KWTO Springfield, Mo.; WBMS Boston; WCKR Miami; WCUE Akron; WEAU Eau Claire, Wis.; WEBC Duluth, Minn.; WEIM Fitchburg, Mass.; WESO Southbridge, Mass.; WGEA Geneva, Ala.; WHEP Foley, Ala.; WHLB Virginia, Minn.; WICE Providence, R. I.; WJMC Rice Lake, Wis.; WLOL Minneapolis-St. Paul; WMFG Hibbing, Minn.; WMNA Gretna, Va.; WNEB Worcester, Mass.; WOKO Albany, N. Y.; WPTR Albany; WSPR Springfield, Mass.; WTIV Titusville, Pa.; WVPO Stroudsburg, Pa.; WYSR Franklin, Va., and KHAS Hastings, Neb.

AWRT Convention at Wichita To Feature Workshop Series

A SERIES of workshops is planned by the Wichita chapter of American Women in Radio & Television for the Heart of America convention in that Kansas city Oct. 6-7. Registration is expected to total more than 100 from a central seven-state area.

Among participants scheduled for workshop sessions are Martha Spaulding, WDAF Kansas City; Montez Tjaden, KWTV (TV) Oklahoma City; Dorothy Paramore, WIBW-TV Topeka, and Doris Murphy, KMA Shenandoah, Iowa. Georgia Neese Clark, former U. S. Treasurer, will be principal banquet speaker.

Marie MacDonald, KFBI Wichita, is general chairman of the conference and is to be assisted on program arrangements by Colleen Shreffler, American Red Cross, and Shirley Smith, KAKE Wichita.

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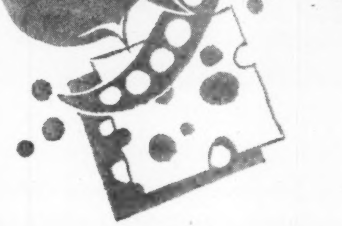


MEET THE MILLERS . . .

another prestige program on the Prestige Station in Western New York

Since 1948, Bill and Mildred Miller have been the voices of good cuisine and culinary art to the interested Western New York homemakers on their popular "Meet the Millers" show.

Their wide and varied talents which include Bill's years as a top Broadway dancer, Mildred's piano virtuosity, and their combined business acumen in many enterprises, give them an equally wide scope of interests. And it's their interests that have made them a vital factor in captivating audiences.

Consistently the highest-rated food merchandising show in Buffalo, "Meet the Millers" sells everything from copper ware to biscuits with proved results for the advertiser in New York State's second largest market.

The "Meet the Millers" show—as well as the other WBEN-TV locally-produced Prestige Programs—has the appeal and the audience to profitabily accommodate all saleable products and services. *Call our national representatives:* Harrington, Righter & Parsons, Inc. for full information.

WBEN-TV **BUFFALO • CH. 4**

CBS BASIC

SPECIAL PROGRAMS LAUNCH TV WEEK

Numerous organizations taking part in observance honoring visual broadcast medium. Mitchell spotlights 1975.

NATIONAL Television Week, devoted exclusively to the visual broadcast medium, was opened yesterday (Sunday) with special programs on networks and stations. A series of broadcasts, community events and retail-wholesale promotional activities will close the observance Saturday night.

Taking part in the observance are Radio-Electronics-Tv Mfrs. Assn., NARTB, National Appliance Radio-TV Dealers Assn. and Television Bureau of Advertising. Dozens of national associations are cooperating with these groups, including the Red Cross, National Assn. of Music Merchants, Boys Clubs, National Assn. of Credit Men, National Council of Catholic Men, Loyal Order of Moose and U. S. Chamber of Commerce. The last-named associations last week joined the list of organizations that had previously pledged support.

More than 500 Red Cross chapters are joining the promotion. Other groups have sent out bulletins to members and local chapters.

In Chicago, Mayor Richard J. Daley proclaimed Tv Week "in recognition of contributions by the tv broadcasting and manufacturing industries and by local tv stations."

WNBQ (TV) Chicago, first all-color operation, will present a behind-the-scenes program today saluting the special week.

Looking into the future of tv, and spotlighting 1975, Don G. Mitchell, chairman of the board of Sylvania Electric Products, predicted that tv sets will change drastically in form and shape and the medium itself will become "a far more flexible form of communication, entertainment and education throughout the home."

In a statement last week heralding National Television Week, Mr. Mitchell asserted that tv's accomplishments to date will be dwarfed by its achievements by 1975, and added:

"The small picture and bulky cabinets of 1946 are a far cry from the big, beautifully-designed and highly-dependable sets that are coming off our assembly lines today. And by 1975, we probably will look back on these magnificent 1957 sets as Model T's. . . . I see television 1975 as a built-in entertainment, much the same as our heating systems are built into today's homes. We'll have flat, picture-frame type television on the wall in every room. The tv signal, from every available channel, will be picked up by one central receiving unit and the viewer can select any channel for any room."

Pointing out that New York State already is experimenting with educational tv programs, Mr. Mitchell said that 1975 educational programs probably would be beamed into homes for the benefit of students who are ill or otherwise unable to attend classes. Mr. Mitchell added that it is possible that by 1975, public libraries will have television sections, through which the general public may tune in to see selected educational movies or special dramas based on the best books.

The individual room outlets, according to Mr. Mitchell, probably will be no more than two or three inches deep, and in most homes will be built-in, flush with the wall. This will be possible, he added, through development of electroluminescence, a process whereby images or light are transmitted to a sheet of glass. He cited Sylvania's Panelescent lamp, used in home radios and on automobile instrument panels, as an example of "the present use of this phenomenon." When not in use, the tv panels probably could be used as mirrors or for decorative effects, Mr. Mitchell said.

NETWORK programs are featuring National Television Week, which started yesterday (Sunday). Syd Eiges (c), NBC news vice president, shows the Tv Week NBC schedules to NARTB President Harold E. Fellows (l) and Thad H. Brown Jr., NARTB tv vice president.

RCA pointed out in a tv review that "few industries have advanced so rapidly, or had as much effect on our lives, as tv in its first 10 years. The RCA Victor 630TS was the first mass-produced tv set, with a 10-inch picture tube and a retail price of $375, the company recalled. It also recalled the 16-inch metal-cone tube and other developments.

Paul White Memorial Award To Be Made at RTNDA Meet

THE FIRST Paul White Memorial Award will be presented at the 1956 convention of Radio-Television News Directors' Assn., Nov. 15-17 in Milwaukee, it was announced last week.

MR. WHITE

By action of the RTNDA board of directors last year, the award was authorized as a means of paying tribute to the late Paul White, pioneer broadcast newsman who was an officer of RTNDA at the time of his death.

Nominations or suggestions concerning the award may be forwarded, not later than Oct. 15, to the chairman of the committee in charge, Jack Shelley, news manager, WHO-AM-FM-TV Des Moines, Iowa. The committee emphasized, however, that it is not necessary for a person to have been formally nominated to receive the award. Elaborate presentations are not solicited.

Judges named by RTNDA will choose, from names submitted to them and from their own observation as professional newsmen, the individual who in their judgment made the most significant contribution to radio and television journalism during the 12-month period preceding the award date.

AMST Retains D. C. Law Firm; Washington Office Discussed

THE Assn. of Maximum Service Telecasters has retained the Washington law firm of Covington & Burling, it was announced last week following a meeting of the AMST board in Washington. The board also announced that 10 more full-power tv outlets had joined, bringing membership to 107.

AMST previously had retained the Washington engineering firm of A. D. Ring & Assoc. to undertake a $100,000 nationwide field study of uhf and vhf coverage [AT DEADLINE, Aug. 13].

Also discussed at last week's board meeting was the hiring of a managing director and the establishment of a Washington office. Although no decision was reached, a choice will be made in four or five weeks, it was reported by Jack Harris, KPRC-TV Houston, Tex., AMST president.

New members are, according to Mr. Harris: KSD-TV St. Louis, Mo.; KHQ-TV Spokane, Wash.; WISC-TV Madison, Wis.; WFLA-TV Tampa, Fla.; WWJ-TV Detroit, Mich.; WDEF-TV Chattanooga, Tenn.; WGN-TV Chicago, Ill.; WATE (TV) Knoxville, Tenn.; KVOS-TV Bellingham, Wash.; and WRAL-TV Raleigh, N. C.

Theatre Owners Convene With Eye Cocked Toward Tv

THE Theatre owners of America opened a four-day convention in New York's Coliseum last Thursday with television a primary concern, though not included on the agenda of the meeting.

The launching on tv this fall and winter of major studio's features film output of pre-1948 release was viewed by many theatre owners as still another obstacle to plague their industry. The official program stresses "a positive approach" to their problems, with closed meetings devoted to advertising and publicity, showmanship, real estate, taxes and insurance, practices and problems of small theatres and drive-in theatres. Discussion touched upon the need for more courteous treatment of patrons, clean and well-kept facilities and availability of top-quality film programs.

Louisiana Assn. Opens Meet; Illinois, Kentucky Set Plans

LOUISIANA Assn. of Broadcasters today (Monday) opens a two-day meeting at Shreveport while two other state associations are planning conclaves—Illinois Broadcasters Assn., Oct. 12, and Kentucky Broadcasters Assn., Oct. 10-11.

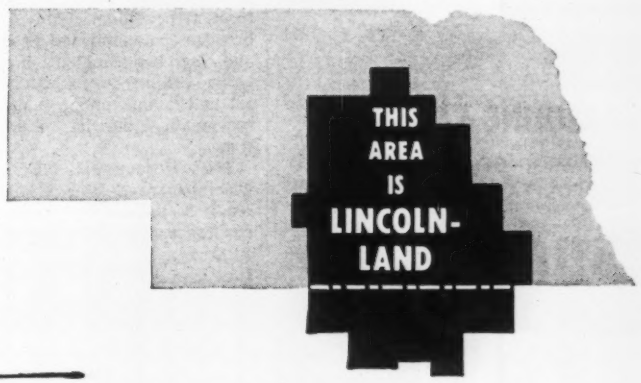
Two agency executives will speak at the Louisiana meeting, at Capt. Shreve Hotel, Lee Herzberg, of Hebert S. Benjamin Assoc., Baton Rouge, will discuss what media should expect from an agency. Charles Whitesides, of Southland Adv., Shreveport, will speak on what an agency expects from radio and tv.

Other speakers are Charles Wilkins, executive director, Mid-Continent Oil & Gas Assn.; Clark Brown, Dallas; Selby J. Gillis, New Orleans consultant; Gordon McLendon, of the Noemac group, and Robert Schattis, merchandising director of WDSU New Orleans.

Taking part in an LBA film conference will be Dwight M. Martin, WAFB-TV Baton Rouge; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Sydney Grayson, KSYD-TV Wichita Falls, Tex., and Dan Moreland, of the State Dept. of Education, will discuss training of technicians.

Illinois broadcasters will meet at Abraham

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha TV signal!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This big 42-county market is farther removed from Omaha than Hartford is from Providence . . . or than Syracuse is from Rochester . . . or than South Bend is from Fort Wayne.

Latest Telepulse figures prove that KOLN-TV gets 194.4% more *nighttime* viewers than the second station, 138.1% more *afternoon* viewers!

Avery-Knodel has full facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel. Inc.. Exclusive National Representatives

Lincoln Hotel, Springfield. A nominating committee headed by Merrill Lindsay, WSOY Decatur, has selected this slate of officers: George C. Biggar, WLBK DeKalb, president; Harold L. Dewing, WCVS Springfield, vice president; Charles R. Cook, WJPF Herrin, secretary-treasurer, and James H. Firmin, WMOK Metropolis, director. By-laws permit floor nominations, according to Charles Cook, WJPF Herrin, secretary.

FCC Chairman George C. McConnaughey will address the Kentucky meeting at Kenlake Hotel, Kentucky Lake. John F. Meagher, NARTB radio vice president, will speak. Officers will be elected.

Chicago Advertising Clubs To Hold Radio-Tv Workshops

PLANS for radio-tv clinics during the eight-week workshop series sponsored by the Chicago Federated Adv. and Women's Adv. clubs are being laid under co-chairmanship of James L. Stirton, vice president of Music Corp. of America, and Norman C. Lindquist, Wilding Picture Productions.

The clinics will be conducted in the studios of WGN Inc., starting Sept. 25, on color tv, local tv, radio-tv commercials, films for tv, broadcast research and promotion, network tv and merchandising of broadcast campaigns. Other sessions are scheduled for copywriting, art and layout, public relations, marketing, direct mail, industrial advertising and production.

Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV), will speak at the color television session. Overall co-chairmen for the annual workshop are A. B. Stone, vice president of William Hart Adler Inc., and Gloria Workmeister, WGN Inc. A number of network, station, agency, film and manufacturing executives also will participate as speakers.

AIEE Chicago Fall Meeting To Hear Papers on Radio-Tv

TECHNICAL sessions on television and aural broadcasting are scheduled for Oct. 2 at the fall general meeting of the American Institute of Electrical Engineers in the Morrison Hotel, Chicago.

Among the papers to be read are those on television allocation trends, by O. W. B. Reed Jr., Jansky & Bailey Consulting Engineers; system aspects of tropospheric scatter, by William Collins, Page Communication Engineers; maintenance of tv antennas and transmission lines, by L. O. Krause, General Electric (presented by S. S. Sabeff); the Zenith Royal 500 all-transistor radio, by George Moore, Zenith Radio Corp., and closed-circuit color tv at Walter Reed Hospital, by L. E. Anderson, RCA.

C. M. Braum, Joint Council on Educational Tv, is chairman of the AIEE committee on television and aural broadcasting. Other officers are Carl E. Smith, consulting engineer, vice chairman, and Mr. Reed, secretary.

FCBA Outing Set Oct. 2

ANNUAL OUTING of the Federal Communications Bar Assn. has been scheduled for Oct. 2 at the Congressional Country Club, Potomac, Md. Plans call for golf, traditional softball game between FCC and the Washington radio bar team, tennis and a buffet dinner. Harold Mott, Welch, Mott & Morgan, is FCBA outing chairman. This is the first outing in the last decade not held at Twin Oaks, Vienna, Va., home of the late Horace Lohnes.

WRITERS SUE NBC FOR $1 MILLION

Writers Guild of America East says NBC enrolled some of its members in NABET while they were working at Democratic convention in Chicago.

LAW SUIT asking more than $1 million in damages from NBC was filed last Tuesday in the U. S. District Court for the Southern District of New York by Writers Guild of America East Inc., charging the network with infractions of contract.

The Writers Guild had filed a formal unfair labor practice charge against NBC on Sept. 14, growing out of the same complaint. Both the law suit and the complaint to NLRB are based on the Guild's accusation that "NBC paid to enroll several WGAE members in another union without their knowledge or consent." The union referred to by the guild is the National Assn. of Broadcast Employes & Technicians (NABET), which primarily represents technical employes.

NBC declined comment on WGAE's action.

The guild said its complaints involve the period of the Democratic national convention when some NBC news and special events writers, who are WGAE members in New York, were assigned to work in Chicago on programs that are regularly produced in New York. At that time, the guild charges, the company paid to enroll some of these members in NABET, which represents NBC newswriters in Chicago who are employed on local news shows. WGAE members in New York are assigned to NBC network and local programs originating in that city, the guild pointed out.

Coercion Charged

In its complaint to the NLRB, the guild contends that NBC "interfered with, restrained and coerced" several of its employes by "obtaining membership cards for said employes in NABET, and by paying dues for said employes without their knowledge or approval."

In its suit, the guild also claims that "these members are still enrolled in NABET over their objections." It asserts that NBC's "payment for this enrollment in the NABET has damaged the writers guild and its members because they have been given cards in an organi-

BEST BUY
in Florida's
Second Market!

Little spots do a big job on WFLA Radio
WFLA

IN GASOLINE SALES
THE TAMPA—ST. PETERSBURG METROPOLITAN MARKET
IS 2nd IN FLORIDA
AND 30th IN AMERICA!

For three years, Florida has led the nation in percentage of increased traffic volume—and a big share of it travels the highways in the busy 11-county WFLA sales area. Add to that, more than a quarter of a million radio homes and you have *a double-barreled market* packed with sales potential.

PULSE, (Nov., 1955) reports WFLA FIRST in audience rating in more quarter-hours, sign-on to sign-off, than the other three networks *combined!*

To reach more radio listeners, more often, spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

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TAMPA · ST. PETERSBURG
NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

the VISCOUNT
World's First Turbo-Prop (jet-prop) Airliner
NON-STOP
BETWEEN
NEW YORK
AND
CHICAGO
Capital
AIRLINES

zation not of their own choosing and without their knowledge or consent."

An official of WGAE told B•T that NBC "apparently bowed to pressure from NABET," which holds jurisdiction over the NBC Chicago news writers. He claimed that "NBC's action, unless conrrected, could have serious implications." He said the top minimum scale for experienced news and special events writers at NBC, under its agreement with WGAE, amounts to about $200 weekly, including commercial fees, while NABET's contract for the Chicago NBC writers amounts to about $157 weekly. Though NBC paid its New York writers in Chicago under the terms of the WGAE contract, he added, there "is no way of knowing what NBC may decide to do in the future if this course of action is not stopped now."

WGAE spokesman said three of its members were handed cards in NABET but added that "we have no idea how many of our members were enrolled in NABET without cards." He claimed that WGAE represents more than 70 NBC employes, assigned to news and special events programs produced in New York, under terms of a contract which names the guild "as their sole and exclusive bargaining agent."

SAG Plans to Sue Producers For Rerun Fees Due Actors

JOHN L. DALES, executive secretary, Screen Actors Guild, announced Thursday that the guild plans to sue and obtain court judgments against a number of television entertainment film producers who are delinquent in their payments of rerun fees due actors.

First in a series of such steps was taken last week when the guild served on Roland Reed Productions Inc. and Roland Reed Tv Productions a formal demand for arbitration of guild claims for an amount estimated to be in excess of $100,000. The sum covers residual payments claimed due several hundred actors in 282 episodes of *My Little Margie*, *The Stu Erwin Show* (also known as *Trouble with Father*), *Space Ranger* and *Waterfront*.

Other producers may be involved in these claims and an investigation into this phase of the matter is proceeding, Mr. Dales said.

He explained that under the guild contract with all television film producers, a demand for arbitration is the first step in obtaining a judgment even though there is no dispute as to the amount due. As soon as the arbitration tribunal hands down a verdict for the guild, the suit will be filed in superior court for judgment, SAG explained.

All of the series involved in the action against the Roland Reed companies are in their third or fourth run but no residual payments have been made to the actors, SAG claimed. Mr. Dales said the total amount of television residual payments collected by the guild for actors from all producers is now approaching the $2 million mark.

Desilu Writers Join Guild

DESLIU Productions writers have voted almost unanimously to join the Writers Guild of America West, it was announced Wednesday by the guild's executive director, Frances Inglis. Ballots mailed to the writers two weeks ago were opened and tallied at the National Labor Relations Board. Formal certification of the guild as the bargaining representative is expected by the guild soon.

N.C. AP Group's Awards Include Five for WJAN

WJAN Spartanburg received five news awards at the annual meeting of the South Carolina Associated Press Broadcasters in Columbia with Station Manager Ray Starr taking three. WCOS Columbia took home four awards and WMUU Greenville and WAKN Aiken three each. WMUU also won a special award for "Cooperation in News Protection."

Stations were judged in six news categories with two or three awards in each category. Winners and categories:

1955-56

COMPREHENSIVE NEWS—Bob Truere, WCOS, Superior; Wayne Mashburn and Ronald Martin, WAKN, Excellent; Ray Starr, WJAN, Meritorious; Elmer Rumminger and Dave Yearick, WMUU, Honorable Mention.

STATE & LOCAL—Dave Moss, WIS Columbia, Superior; Ray Starr, WJAN, Excellent; Bob Truere, WCOS, Meritorious; Elmer Rumminger and Jack Buttram, WMUU, Honorable Mention.

COMMENTARY AND DOCUMENTARY—Grand Henderickson and Elmer Rumminger, WMUU, Superior; Ray Starr, WJAN, Excellent; Randy Davidson, WAKN, Meritorious.

SPORTS—Frank Hayden, WJAN, Superior; Bob Truere, WCOS, Excellent; Wayne Mashburn, WAKN, Meritorious.

WOMEN'S NEWS—Louise Childers, WJAN, Superior; Velma Eubanks & Dave Yearick, WMUU, Excellent.

FARM NEWS—Elmer Rumminger, WMUU, Superior; Bob Truere, WCOS, Excellent.

News Broadcasting Awards Presented by N. C. AP Group

AWARDS for excellence in news broadcasting were presented at a banquet in Raleigh, N. C., a fortnight ago climaxing the annual meeting of the North Carolina Associated Press Broadcasters.

The WBT cup, presented annually by WBT Charlotte for cooperation in news protection, was awarded to WAIR Winston-Salem.

Awards in the broadcasting contest were determined in metropolitan and non-metropolitan categories. Winners in the metropolitan division:

COMPREHENSIVE NEWS—Phil Ellis, WPTF Raleigh, superior; Clyde McLean, WBT Charlotte, excellent; Kernan Wright, WFAI Fayetteville, meritorious, and Joe Merritt, WMSN Raleigh, honorable mention.

STATE AND LOCAL—Jim Capps, WPTF Raleigh, superior; Phil Agresta, WBT Charlotte, excellent; Joe Merritt, WMSN Raleigh, meritorious; Paul Mason, WAIR Winston-Salem, honorable mention.

COMMENTARY—Larry Patrick, WAIR Winston-Salem, superior; Jim Patterson, WBT Charlotte, and W. H. Armstrong, WRAL Raleigh, excellent, tie; and Sam Beard, WPTF Raleigh, honorable mention.

SPORTS—Jimmy Wynne, WAIR Winston-Salem, superior; Jim Reid, WPTF Raleigh, excellent; Phil Agresta, WBT Charlotte, meritorious; and Joe Merritt, WMSN Raleigh, honorable mention.

WOMEN'S NEWS—Jeanne Alexander, WBT Charlotte, superior; Harriet Pressley, WPTF Raleigh, excellent; Diane Bedell, WRAL Raleigh, meritorious; and Joe Merritt, WMSN Raleigh, honorable mention.

DOCUMENTARY AND SPECIAL EVENTS—Paul Mason, WAIR Winston-Salem, and J. B. Clark, WBT Charlotte, superior, tie; George Hall and others, WRAL Raleigh, excellent; and Dick Perry and Mike Long, WFAI Fayetteville, and Douglas G. Bell, WSOC honorable mention, tie.

Winners in the non-metropolitan division:

COMPREHENSIVE NEWS—Bill Taylor, WIRC Hickory, superior, and Harry P. Shriver, WFTC Kinston, excellent.

STATE AND LOCAL—Lee Douglas, WIRC Hickory, superior; Bennie Williams, WFTC Kinston, excellent; James Willis, WBMA Beaufort, meritorious; and Howard McCurry, WEGO Concord, honorable mention.

COMMENTARY—E. Z. Jones and C. E. Peacock, WBBB Burlington, superior; and James Willis and Ray Cummins, WBMA Beaufort, excellent.

SPORTS—Harry P. Shriver, WFTC Kinston, superior; Ray Cummins, WBMA Beaufort, excellent; and Morty Schaap, WBBB Burlington, meritorious.

WOMEN'S NEWS—Margaret Smith, WIRC Hickory, excellent.

DOCUMENTARY AND SPECIAL EVENTS—E. Z. Jones, WBBB Burlington, superior.

NBC-TV Said Leading Field For Annual Sylvania Awards

NBC-TV last week appeared to be in line for the greatest number of Sylvania television awards for the 1956 calendar year. Based on ballots received from Sylvania's field critics panel during the second quarter (February-May 1956), NBC-TV programs (either of the series or single-shot type) copped 50 mentions (under such diverse headings as best tv show, best dramatic show, best musical, best new programs, best women's show, etc.) as against CBS-TV's 32 mentions and ABC-TV's eight.

But with two more quarters (May-August, August-November) yet to be accounted for by the time the final polling is carried out Dec. 6, "the entire list is subject to possible change," according to Sylvania awards officials.

Figuring most prominently in the first two quarter nominations were *Kraft Television Theatre's* "A Night to Remember" (NBC-TV), Phil Silvers' *You Never Get Rich* (CBS-TV), *Producers' Showcase* (NBC-TV), *You are There* (CBS-TV) and *The Lawrence Welk Show* (ABC-TV).

Sarnoff Fellowships Awarded

RCA has granted David Sarnoff fellowships to 10 employes for graduate study during the 1956-57 academic year, it was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. Dr. Jolliffe reported that each fellowship is valued at approximately $3,500, and includes full tuition fees, $2,100 for living expenses and $750 as an unrestricted gift to the university of attendance.

Women Honor Woman

GERALDINE ZORBAUGH, ABC vice president and special assistant to President Robert E. Kintner, was given a testimonial dinner last Monday night by the New York chapter of American Women in Radio & Television Inc. Mrs. Zorbaugh, legal counsel for the local AWRT chapter, is credited with being the first woman in network broadcasting to achieve the office of vice president. During the dinner, a special wire from Mr. Kintner congratulating her said that the network is "very proud to have a woman vice president . . . and I'm sure you have set a precedent for many more."

DUMONT LABS JOINS CHROMATIC TO PUSH SINGLE-GUN COLOR TUBE SET PRODUCTION

Working arrangement made between two organizations to hasten mass manufacture of Lawrence tube and set using that tube. Year of 'preparatory work' planned, firms announce.

THE RESEARCH and manufacturing facilities of Allen B. DuMont Labs have been swung behind Chromatic Television Labs' efforts to place the Lawrence single-gun color tube and a color tv set using that tube into mass production.

A working arrangement toward this end between DuMont, in which Paramount Pictures Corp. owns a substantial interest, and Chromatic, owned 50% by Paramount, was announced jointly last week by David T. Schultz, president of DuMont, and Paul Raibourn, president of Paramount Television Productions and board chairman of Chromatic.

By their pact, DuMont and Chromatic hope to spend about a year on "preparatory work" that will lead to mass production of both the tube and color receiver. Once production starts, the tube will be made available to other set manufacturers in addition to DuMont.

For years, Chromatic has been pinning its faith on the Lawrence tube to pave the way for the manufacture of a low-cost color tv set. Various price tags had been suggested as the aim, all of them lower than $495, the current rock-bottom color tv receiver retail price.

Mr. Schultz summed up the "controlling considerations" in the DuMont decision to join hands with Chromatic as three-fold, and all based on this cost factor.

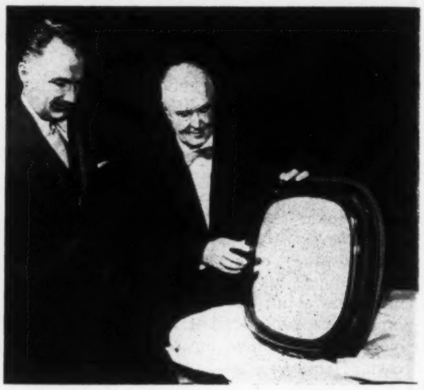
These, in brief, are that the cost to the consumer (set and servicing) is now too high for a mass market; cost to the manufacturer of present color tubes and sets is too high to permit profit, and there's no "clear road" to obtain necessary cost reductions along the avenue now being traveled.

Mr. Raibourn explained that DuMont will be a licensee of Chromatic and has agreed "to devote its engineering efforts to the attainment" of mass production of both tube and set.

Mr. Raibourn stressed the capabilities of Chromatic's laboratory color tv models. He noted that the simplicity of circuits and closeness to black-and-white operation would indicate easy servicing.

Highlight brightness of the laboratory model is about 60-ft. lamberts compared to the 20-ft. lamberts of color sets now on the market, Mr. Raibourn observed. The Chromatic set claims a screen area of 250 square inches and definition "capabilities" beyond that of present color standards and contrast ratios of 50 to 1.

The pilot models, Mr. Raibourn found, have "four or five" more tubes than black-and-white sets and "reliability of operation" which "appeared comparable to black-and-white sets."



CHROMATIC'S single-gun color tube is examined by Paul Raibourn (r) and David T. Schultz.

The chromatic tube was developed by Dr. Ernest O. Lawrence of the U. of California. It has a single cathode-ray gun compared to three guns in color tubes currently sold.

The DuMont manufacturing enterprise was founded by Dr. Allen B. DuMont, now chairman of the board, who developed the cathode-ray tube or picture tube now commercially used. DuMont's growth in the electronics field was based on that tube and its applications for tv, military, industrial and scientific uses. It also has various patents on color and monochrome tube developments.

Westinghouse Planning Simpler Pickup Tube

WESTINGHOUSE Electric Corp. is working on a new principle in the development of a new tv camera pickup tube that would be perhaps as much as 100 times more sensitive than present day tv tubes.

According to Westinghouse, its scientific program on "Ebicon", as it calls its new tube type, includes a version that would be eight times smaller in volume and weight than existing sensitive camera tubes.

The sensitivity of the tube would lend its use favorably in color tv, closed circuit telecasts (inside manufacturing plants) and to virtually any indoor or outdoor event regardless of the time of day or weather conditions.

The label, "Ebicon," actually stands for the initials of the phrase "electron bombardment induced conductivity" which, Westinghouse's Dr. J. W. Coltman, manager of electronics and nuclear physics department, notes "is the phenomenon basic to its operation."

When particles of light strike the tube, electrons are produced and accelerated by a potential of about 20,000 volts. The electrons then are shot through a small aluminum-coated metal screen and a selenium semiconductor which make up the "storage target." The latter stores and multiplies the electrons. Through the multiplying process, a signal is received that is large enough to operate conventional electronic amplifiers.

Westinghouse says the tube, of a simpler design than sensitive tubes now in use, would require less complex associated camera equipment, and that fewer camera adjustments would be needed during the tube's operation.

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ON THE HIGHWAYS
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MYSTERIES —
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The Continental Divide Station

FRANK FOLSOM OUTLINES COLOR PROMOTION PLANS

RCA president discusses nationwide campaign which started last week with a 'color Caravan.' In-store promotions will be main feature.

AS PART of its efforts to promote color television, RCA has enlisted the cooperation of 11 major companies in a nationwide campaign this fall keyed to the theme: "Compatible Colors to See and Wear."

Details of the cooperative "push" on color were outlined last week by Frank Folsom, president of RCA, at a luncheon of the Philadelphia Fashion Group. Pointing out that color tv is "having a tremendous impact on the styling and merchandising plans of an ever-increasing circle of designers and manufacturers." Mr. Folson revealed that about 150 key stores throughout the country will participate in the project, displaying the newest styles and latest color combinations in such articles as dresses, hosiery, pajamas, sportswear and children's garments.

Mr. Folsom disclosed that the project started last week, with RCA, DuPont and the Allied Stores Corp. and "other progressive stores" launching a coast-to-coast color caravan. He continued:

"It will travel to 40 different cities and will stay one week in each city, televising four one-hour shows each day over a closed-circuit system. The programs will be performed live before an RCA color tv camera and will be seen throughout the participating stores. The programs will consist of a series of well-integrated merchandise demonstrations, featuring children's and adult wear, home furnishings, cosmetics and other merchandise of interest to women."

Though the color campaign is not actually a series of color tv programs but in-store promotions, Mr. Folsom stated, it does "graphically demonstrate the fact that compatible color has rapidly become a powerful force in fashion and merchandising."

He asserted that persons engaged in fashion and merchandising are cognizant of the effectivness of color tv, and cited a varied list of products that have been "used successfully" on color tv.

"Virtually every big name in merchandising bears dramatic testimony to the fact that the use of color tv is a 'must' for selling goods," Mr. Folsom declared. "There is nothing in fashion that you can create that cannot be sold effectively by color—of that I am convinced."

Mr. Folsom reported that color set sales are on the upswing and "from every indication, Christmas of 1956 will be the most colorful ever in the realm of television."

Charles E. McCarthy, president of Allied Stores, hailed the project as one that will attract crowds to stores and demonstrate the effectiveness of color tv as a selling medium for merchandise that will be shown on special colorcasts. He recalled that in 1947, Allied Stores sponsored a black-and-white tv caravan which traveled to 22 cities and attracted more than two million store visitors at a time when network tv had not made an impact in many cities. He said plans for the color tv tour had been under study by Allied Stores since 1947, but added that the caravan was not approved previously because of unfavorable conditions. He said:

"Now, however, the time is right from all angles, for we are on the eve of full-scale acceptance of color tv by a substantial percentage of the American buying public. Color equipment is good, color programming is satisfactory and color tv receivers are available now in excellent quantity and at the lowest prices in their history."

Mr. McCarthy revealed that the first Allied store will be visited Oct. 1 by the color caravan (Pomeroy's in Harrisburg, Pa.). Fifteen of the 40 stores to be visited in the next year will be non-Allied. Mr. McCarthy said the color caravan will be under the direction of Samuel Cuff, director of radio and tv advertising for Allied Stores. In each city, the week-long stand will be exploited by local promotion in all media and through extensive in-store support.

Cleo Craig Steps Aside As President of AT&T

CLEO F. CRAIG last week stepped down as president of American Telephone & Telegraph Co., two years before reaching the mandatory retirement age of 65. Named as his successor was Frederick R. Kappel, president of Western Electric Co., an AT&T subsidiary. Mr. Craig becomes board chairman. The action was unexpected.

Mr. Kappel is AT&T's ninth president since the formation of the company. He joined AT&T in 1924, immediately upon graduation from the U. of Minnesota, as a $25 a week groundman with Northwestern Bell Telephone Co., and rose steadily in the ranks at Bell. He was elected president of WE in January 1954, and his successor was not announced. Mr. Craig, who joined AT&T as an equipment man in 1913, was elected president in July 1951.

TV in Fresno --
the big inland California market -- means
KMJ·TV
Best local programs Basic NBC-TV affiliate
Paul H. Raymer Co.,
National Representative
KMJ-TV

Tv Set Shipments to Dealers Higher in July Than in June

SHIPMENTS of tv sets from factories to dealers in July were higher than June but were under the July 1955 level, according to Radio-Electronics-Tv Mfrs. Assn. RETMA found that 450,158 sets had been shipped to dealers in July 1956, as compared to 388,914 in June and 465,160 in July of last year. Total tv set shipments in seven months of 1956 amounted to 3,225,180, compared to 3,549,877 in the same 1955 period.

Following are cumulative tv set shipments to dealers in the first seven months of 1956:

State	Total	State	Total
Ala.	52,611	N. H.	11,145
Ariz.	22,249	N. J.	109,717
Ark.	35,324	N. M.	11,800
Calif.	320,426	N. Y.	364,295
Colo.	25,461	N. C.	71,819
Conn.	50,100	N. D.	9,205
Del.	8,189	Ohio	175,494
D. C.	28,561	Okla.	42,587
Fla.	105,837	Ore.	36,336
Ga.	73,672	Pa.	212,138
Idaho	12,910	R. I.	15,838
Ill.	172,051	S. C.	32,661
Ind.	76,763	S. D.	10,557
Iowa	34,234	Tenn.	57,437
Kan.	34,735	Tex.	182,258
Ky.	52,084	Utah	12,453
La.	64,925	Vt.	8,572
Me.	19,529	Va.	61,186
Md.	43,853	Wash.	50,329
Mass.	96,608	W. Va.	35,901
Mich.	125,418	Wis.	57,597
Minn.	43,175	Wyo.	3,597
Miss.	31,277	U. S. TOTAL	3,216,141
Mo.	71,626	Alaska	1,893
Mont.	9,900	Hawaii	7,146
Neb.	26,872		
Nev.	4,829	GRAND TOTAL	3,225,180

GE Tests Show Transistors May Never Need Replacing

RESULTS of various tests conducted by the General Electric Co. on transistor reliability indicates that replacement of transistors in portable radios and other electronic equipment may never be necessary if they are used within the limits set by the manufacturer.

This progress report on transistor reliability was provided last week by C. H. Zierdt Jr., engineering consultant in GE's semiconductor products department, at a symposium in New York sponsored by a Dept. of Defense advisory group. Mr. Zierdt said life tests started in 1954 on transistors picked at random from regular manufacturing lots show no failure after 18,000 working hours at full power. By comparison, he said, specially-constructed long life vacuum tubes, whose duties transistors are "fast replacing" in electronic circuits, have a "survival record of only 50% after less than half this time at full power." Mr. Zierdt claimed vacuum tubes used in home radios have an even shorter life.

Effects of Automation Cited by RCA Officials

POSSIBLE revival of "the small workshop in which individual artisans will again practice crafts or skills that have lost their relative economic importance during the past few generations" was seen Thursday by an RCA executive at a meeting in New York of The Instrument Society of America.

While he thought automation may be beneficial in "such areas as the production of basic assemblies which go into television sets," Dr. Douglas H. Ewing, vice president of RCA Labs, told the assembled engineers that "it is bound to be disheartening to the consumer with a basic desire for individual preferences in style, color, size and shape." Dr. Ewing suggested a way the "problem of over-standardization" can be overcome by developing an electronic means to vary designs on the assembly line "according to a predetermined schedule" or to execute a "complete reversal of the trend toward greater standardization . . . by restoring the skilled artisan to the position which he held in earlier society."

Meanwhile, also in New York, E. D. Foster, vice president in charge of economic planning for RCA, told members of the National Industrial Conference Board that the true impact of automation on U. S. production and marketing is yet to be felt. Predicted Mr. Foster: by 1965, potential demand for additional workers will have risen over 40% while the available work force will be up only 14%. By 1975, Mr. Foster indicated, "if current productivity and standard of living increases are to be maintained," 4-5 million more workers than will be available will be required to man the machines.

ALTEC LANSING Corp. (electronics equipment manufacturer), Los Angeles, has started construction of its new plant in Anaheim, Calif., which will serve as headquarters for the firm's executive offices and research. Present for ground breaking ceremonies are (l to r) R. J. Carrington, public relations and advertising manager for Altec; A. A. Ward, Altec executive vice president; George E. Strachan, manager of the Anaheim Chamber of Commerce, and Arthur E. Trask, vice president of Dan B. Miner agency.

Philco Establishes Separate Advertising, Sales Groups

PHILCO Corp., Philadelphia, has announced the formation of separate departments to handle sales promotion and advertising. The growth of Philco's consumer product lines and expansion into new fields made the move necessary in order to increase activities throughout the company's national distribution organization, according to John M. Otter, executive vice president.

Raymond B. George, formerly vice president-merchandising, has been named vice president-sales promotion and Max Enelow, advertising counsel, was named advertising manager in line with the reorganization.

Sarnoff Featured in 'Collier's'

THE Oct. 12 issue of *Collier's* will feature an article on Brig. Gen. David Sarnoff, RCA board chairman, entitled "David Sarnoff's 50 Fabulous Years." The article, by Thomas Whiteside, tells how Gen. Sarnoff's career, now at the half-century mark, "reflects the great advances of our electronic age."

RCA Develops New Camera For Military Use in Field

DEVELOPMENT by RCA of a "revolutionary" military image-orthicon television camera has been announced by Theodore A. Smith, executive vice president, RCA Defense Electronic Products. RCA claims it is the "smallest and lightest, as well as first completely transistorized camera of its type ever designed."

The camera, Mr. Smith said, weighs only 31 pounds, is independently self-contained, and operates on "less power than is needed to light a 50 w bulb." He added that the camera, designed specifically for military requirements, is "completely portable," and is expected to develop a wide range of applications in ground and air-borne military television operations.

Tv Equipment Shipped

SHIPMENTS reported Sept. 14 by RCA included a 46-gain uhf antenna to WBRE-TV Wilkes-Barre, Pa. (ch. 22); 10 kw vhf antenna to KXFL-TV Butte, Mont. Allen B. DuMont Labs announced an order of a 25 kw tv transmitter and associated equipment by Twin City Area Educational Television Corp., St. Paul, Minn. (ch. 2).

MANUFACTURING PEOPLE

L. F. Waelterman, head of own representative company, St. Louis, appointed regional manager, midwest region, Jerrold Electronics Corp., Phila. He will work out of regional office in St. Louis.

Robert M. Estes, counsel to the former General Electric Co. electronics division headed by Dr. W. R. G. Baker, to the recently-established electronic components division with temporary headquarters at Electronics Park, Syracuse.

Paul S. Kempf, director, industrial relations, Pacific Mercury Tv Corp., L. A., appointed industrial relations director, Hoffman Electronics Corp., same city.

John Bollato, manager of Mizerany store (tv appliance, white goods), St. Louis, appointed field sales promotion specialist at Magnavox headquarters, N. Y.

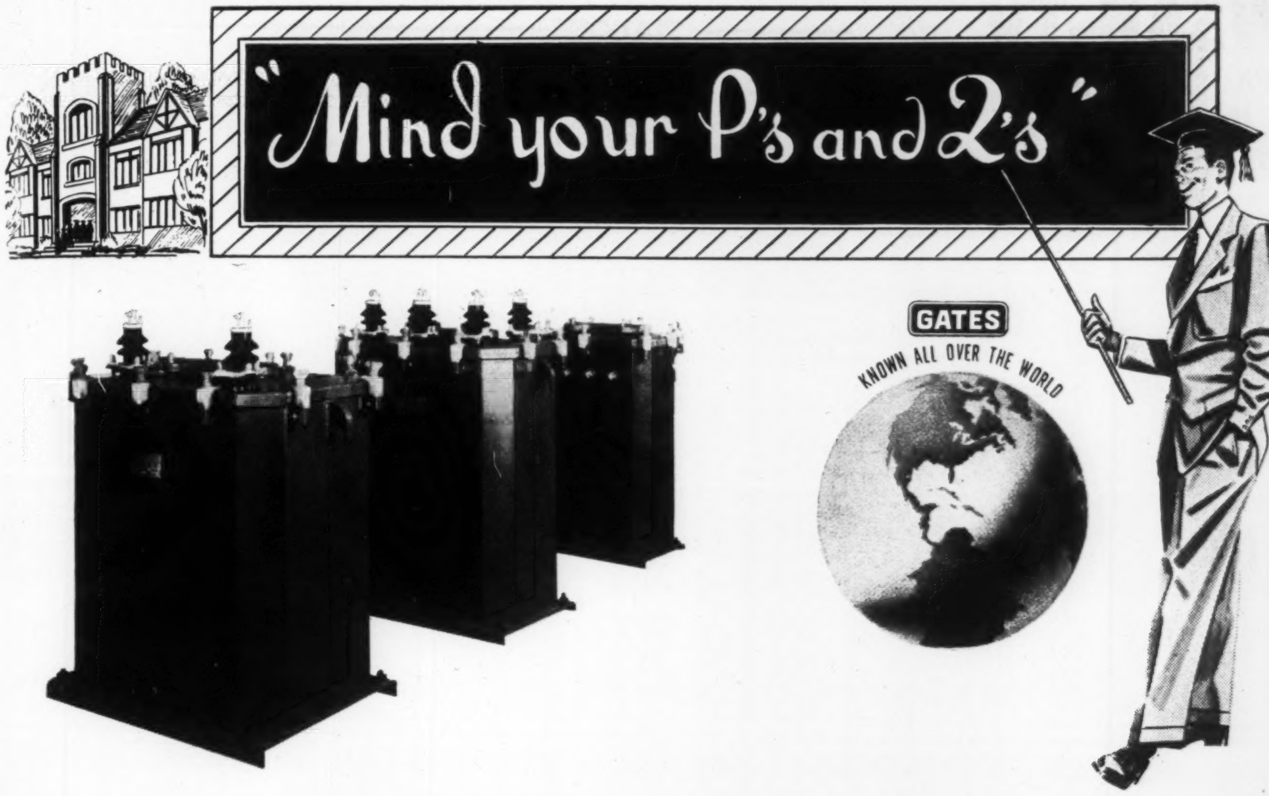
Clarence P. Baird, Raytheon Mfg. Co., Chicago, to Hoffman Electronics Corp. Radio Div., L. A., as field engineer for southwestern states, with headquarters in Houston, Tex.

Arthur J. Costigan, vice president of communications, Radiomarine Corp. of America, RCA subsidiary, to vice president, Radiomarine Div. Dept., RCA Communications Inc.

Herman B. Amster, superintendant in charge of government assembly and chief industrial engineer, automatic manufacturing division, General Instrument Corp., Newark, N. J., to Federal Telephone & Radio Co. (IT&T subsidiary), Clifton, N. J., as manager of industrial engineering for radio products.

Edward R. MacDonald, assistant purchasing agent, National Co. (electronic components), Malden, Mass., to components products manager.

Ralph A. Lamm, head of special missile development, Research Laboratories Div., Bendix Aviation Corp., to director of engineering, Bendix Pacific Div., North Hollywood, Calif.


"Mind your P's and Q's"
GATES
KNOWN ALL OVER THE WORLD

P's and Q's (pints and quarts) do exist in broadcast transmitters. — In fact, the Big Custom Gates BC-5E is the only quart size "five" left in the business. Take that big "back field" of power units weighing more alone than many complete transmitters, or the "walk in to service" feature only possible in quart size design. — BC-5E costs a little more but a quart always comes higher than a pint. — America's best stations are minding their P's and Q's and in generous number too. They have selected the quart size "BC-5E Custom" — the upper classman of the five kilowatt field.

REPORT CARD
Head of the Class

GATES

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GATES RADIO COMPANY, Quincy, Ill., U.S.A.

Manufacturing Engineers Since 1922

CALIF. BAR SESSIONS SECRETLY COVERED TO PROVE RADIO-TV'S UNOBTRUSIVENESS

Lawyers and judges unaware of cameras and mikes for nearly three hours. Demonstration draws heavy praise.

RADIO-TV's capacity for unobtrusive coverage of court trials and legislative proceedings was effectively demonstrated last week in Los Angeles in a "sneak preview" before the joint meeting of the State Bar of California and The Conference of California Judges. Both groups were in convention all week.

With the consent of the state bar's board of governors, the California State Radio & Television Broadcasters Assn., hid live tv cameras and radio microphones about the Embassy room of the Ambassador Hotel for the Wednesday joint session of over 400 lawyers and judges. Tv, movie and still cameramen roamed the background. They all functioned unnoticed for most of the three-hours of meeting, until the chairman announced what was in progress and invited the audience to witness the session on closed-circuit tv monitors scattered near the entrance. Sound pickup was tape recorded.

Comment was widespread that the coverage had been effected successfully without disturbance or distraction, although several judges immediately began to question how radio or tv should be evaluated for admission to specific trials, particularly those involving murder or sex offenses. Observers acknowledged the demonstration showed no interference to dignity or decorum of normal court procedure, because they didn't know radio and tv were there.

California Gov. Goodwin J. Knight, who addressed the joint meeting, admitted he did not realize he was being televised or taped until so informed later. "I'm astounded," he told reporters. "The demonstration was completely lacking in disturbance or distraction. It was a superb performance."

Phil S. Gibson, Chief Justice of the California Supreme Court, said he wasn't the least conscious of the coverage.

Miller Film Appearance

Judge Justin Miller, NARTB advisor and long the broadcasting profession's advocate for equal access, said in a filmed presentation carried by CBS-owned KNXT (TV) Los Angeles that the demonstration in his opinion was more successful than either the Philadelphia showing two years ago before the American Bar Assn. or the demonstration earlier this year in Denver before the Colorado Supreme Court [B•T, March 5, Feb. 13].

On the same telecast, Judge Lester Roth, chairman of the State Bar group's special committee to study the presence of radio-tv in the court room, said "the time is here at hand to investigate fully the job of news reporting in our court rooms."

U. S. Court of Appeals Judge Harold R. Medina told newsmen that despite the fact radio-tv had proved they were unobtrusive in trial coverage, he still opposes even the concealed presence of the camera and microphone in the courtroom. He cited as a case in point his recent trial of top communists.

"The communists and their lawyers put on a noisy show even without radio or television," he said. "If they had had a tv audience to play to, they would have used the courtroom as a propaganda platform and justice would have been debased."

He explained his point of view this way. One of the major functions of justice is to ascertain the truth in the examination of witnesses. The raw material of justice is facts, he said, and facts are sometimes difficult to determine from the testimony of witnesses. It is difficult enough to ascertain facts under the best conditions, he continued, and anything interfering with that should be eliminated or avoided.

The federal judge noted that if radio-tv are known to be present, although concealed, one kind of witness will put on an act as demonstrated in televising of congressional hearings. Another kind of witness will freeze, he cited.

Judge Medina said he has been interested in the question for many years and recalled what he believed to be the first courtroom coverage in 1934 at the board of inquiry into the burning of the liner *Moro Castle*. Microphones were there and witnesses were on the air as they testified, he remembered. He said since then he has followed the subject closely "and the effect has never been anything but bad."

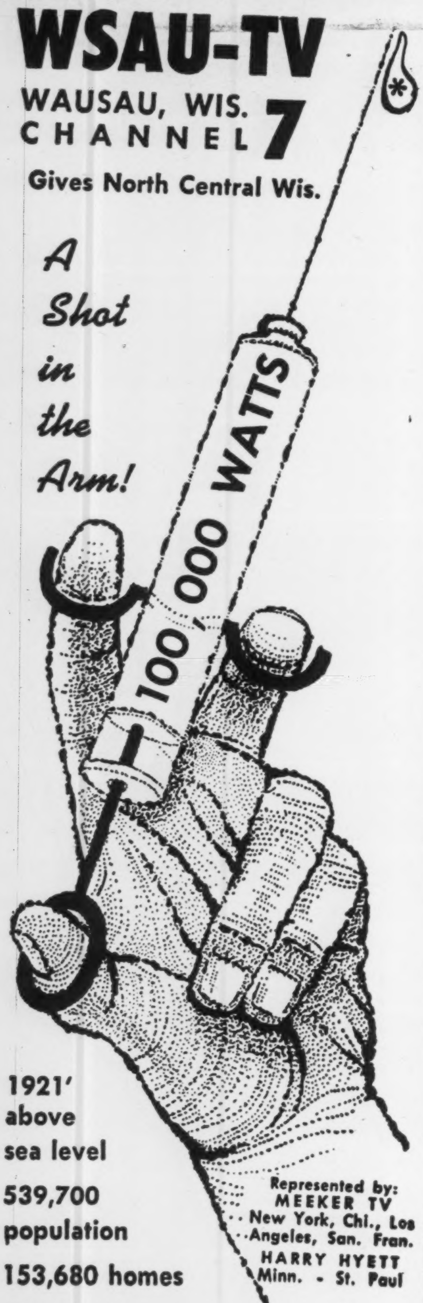
Film footage taken during the demonstration was requested to be reviewed Friday by the State Bar's board of governors.

CSRTBA has retained Judge Miller as counsel on the project of obtaining revision of California legal canons prohibiting courtroom access. CSRTBA will underwrite expenses of the demonstration performed for the association by the news and technical crews of KNXT. Southern California Broadcasters Assn. also is supporting the project.

Judge Miller arranged the demonstration with the State Bar's board of governors. Also active in the planning and staging of the demonstration was Ewing C. Kelly, president and general manager of KCRA-TV Sacramento, chairman of the CSRTBA committee on freedom of information, and George Greaves, staff executive, KRCA (TV) Los Angeles, CSRTBA president.

KNXT crews installed one live camera behind a wall drape in the rear of the room and the second camera behind a false wall at the back of the speaker's rostrum. The station's mobile truck containing the closed circuit tv control center, which also handled audio recording, was outside the hotel near the auditorium but screened from general view.

About two-thirds of the way through the joint meeting, State Bar President James Far-


A Shot in the Arm!
100,000 WATTS
*

WSAU-TV
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CHANNEL 7
Gives North Central Wis.

1921' above sea level
539,700 population
153,680 homes

*Midland Coop's shot in the arm cost them only $1.30 per thousand viewers.

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America's National Forests—*where every man's a king*

Back in the Middle Ages, the word *forest* designated an area set aside for the pleasure and profit of the king. And as late as 1776 in New Hampshire's White Mountains, the tallest and straightest trees were marked with the King's Arrow and reserved for masts in His Majesty's royal navy.

Today, many of these same New Hampshire woodlands are reserved for you as part of the National Forest system. They offer scenic drives through famous notches, skiing on the slopes of New England's highest mountain, swimming, fishing and almost everything else that goes into a memorable outdoor vacation.

White Mountain National Forest is typical of 149 National Forests located in 38 states and two territories. These forests total over 180,000,000 acres – an area larger than Texas. Owned by the people of the United States, they are dedicated to the wise use of timber, grass, wildlife, soil and water.

Why not visit one of these great reservations? You can drive through some of the country's most exciting scenery . . . you can drop your line in a placid mountain pool or pitch your camp overlooking picturesque lakes that make you forget the tensions of twentieth century life.

And if, when you look around, you draw a deep breath and feel like a king – why not? In a very real sense, you are.

FREE Tour Information

If you would like to visit any of the National Forests, or drive anywhere in the U. S. A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.– also ask for our colorful National Parks map.

SINCLAIR SALUTES THE AMERICAN FORESTRY ASSOCIATION. The oldest national forest conservation group, the AFA is devoted to the advancement of conservation and the fuller use of our forest land to provide more wood, water, wildlife and recreation for all. The Association was instrumental in the creation of the Forest Service in the U. S. Department of Agriculture and has made many other important contributions to the cause of good forestry.

SINCLAIR
A Great Name in Oil

raher announced, "the proceedings of this meeting have been broadcast through closed television circuit.

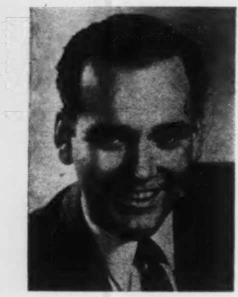
"The broadcasting can be observed at various places throughout the hotel. Additionally, tape recordings are being made for radio broadcasting and news cameras are filming the proceedings for our future consideration. The cameras and microphones are concealed so as to cause no distraction. We welcome your comments of approval or disapproval."

In late August at the American Bar Assn's convention in Dallas, there were new signs that ABA may soon revise Canon 35 forbidding microphones and cameras in the courtroom [B•T, Sept. 3]. A committee is studying revision of Canon 35 language to remove the stigma that radio-tv constitute undesirable distraction, and speakers at the convention predicted radio-tv's acceptance and potential role as a significant aid in law enforcement and an effective deterrent to crime.

Following the Colorado demonstration, the state's highest court ruled broadcast coverage did not distract and held that the discretion of radio-tv admittance should be left to the individual judge in any specific case.

Nelson to WINS Sales Post

NORMAN NELSON, veteran broadcast executive, has been named director of sales services for WINS New York, effective immediately, Jock Fearnhead, executive vice president and general manager, announced last week.



MR. NELSON

Mr. Nelson resigned as an account executive with Hixson & Jorgensen, Los Angeles, to take the WINS post, where his duties will include coordination of sales plans and supervision of sales presentations and promotion. He formerly was director of sales promotion for radio advertising bureau.

WGN Inc. Plans Sales Split; Sitrick Joins Radio Outlet

HERMAN SITRICK, account executive at WCFL Chicago the past three and a half years, has resigned to join the sales department of WGN, same city, in similar capacity. He became associated with the *Chicago Tribune* radio outlet last Monday. His appointment was part of a series of moves involving WGN-AM-TV sales forces.

WGN plans to split its individual radio and tv sales into separate national and local departments and to gradually increase its sales complement in the New York office from two to five people (three tv, two am) by sometime after the first of the year. Edward Petry & Co. is WGN Inc.'s national sales representative.

WDBJ-TV Goes to 316 Kw

WDBJ-TV Roanoke, Va., boosted its power to 316 kw last Tuesday, according to Managing Director Ray P. Jordan. The ch. 7 CBS affiliate has installed a new DuMont transmitter atop Poor Mountain, with its antenna 2,000 ft. above average terrain. WDBJ-TV's downtown offices will be moved to 201 W. Campbell later in the fall.

CAPPER PUBLICATIONS SOLD FOR $7 MILLION

Two radio outlets and one vhf tv included in sale of group's interests to Stauffer Publications Inc. General policies and personnel will undergo little change.

SALE of Capper Publications Inc., including two radio stations and a vhf tv outlet, to publisher-broadcaster Stauffer Publications Inc. was announced last week.

The stock sale, understood to involve in excess of $7 million, brings Stauffer's interests to five radio stations and the ch. 13 WIBW-TV Topeka station, and 13 daily newspapers, two farm magazines and a number of semi-weekly farm newspapers in Kansas, Missouri, Michigan, Pennsylvania and Ohio. Since no price was allocated to the broadcast properties, the entire transaction is subject to FCC approval.

Capper stations are WIBW-AM-TV Topeka and KCKN Kansas City, Kan. WIBW-TV is affiliated with CBS and ABC. Capper publications are *Kansas City* (Kan.) *Kansan* and *Topeka Capital, Household* and *Capper's Farmer* magazines, and the farm newspapers.

The purchase from the estate of the late Sen. Arthur Capper (R-Kan.) who died in 1951, was handled through media broker Vincent J. Mano, New York, formerly associated with Smith Davis broker company.

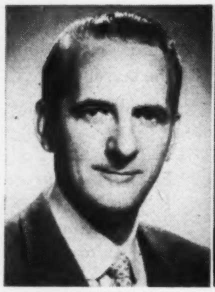
Stauffer owns KSEK Pittsburg and KSOK Arkansas City, both Kan., and KGFF Shawnee, Okla. Stauffer newspapers are *Pittsburg Headlight* and *Sun, Arkansas City Traveler, Topeka State Journal* and *Newton Kansan,* all Kan.; *Grand Island Independent* and *York News-Times,* both Neb.; *Maryville Forum, Nevada Mail* and *Independence Examiner,* all Mo.; *Shawnee* (Okla.) *News* and *Star* and the *Santa Maria* (Calif.) *Times.*

Heading the Capper organization is Philip Zack, New York advertising chief for Capper Publications. He succeeded Henry Blake as president of the company when the latter died. Oscar Stauffer of Topeka heads the organization bearing his name. Stanley Stauffer, a son of the publisher, said last week that general policies and personnel will undergo little change.

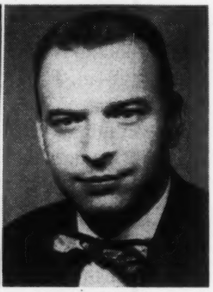
Mauer Named Sales V.P. For Both WCUE, WICE

JOHN F. MAUER has been appointed vice president of sales for both WCUE Akron, Ohio, and its sister station, WICE Providence, R. I., and Hartley Lucas has been named station manager for WCUE, it was announced last week.

Mr. Mauer, a lifelong resident of Akron, has been commercial manager of WCUE since the station went on the air in 1950.



MR. MAUER



MR. LUCAS

Mr. Lucas, a native of Toledo, Ohio, was associated with radio stations in Cleveland and Dayton, Ohio, and Miami, Fla., before joining WCUE two years ago. Prior to his new promotion, he was assistant station manager.

Tim Elliot, who relinquished the post of WCUE general manager, will serve as president of both WCUE and WICE, responsible for general policy and planning.

John F. Crohan is WICE station manager.

Tv Corp. of America Adds Two More Buys

SALE of KBMI Henderson, Nev., and remote-controlled 24-hour KSHO-TV Las Vegas by publisher Moritz Zenoff for $350,000 plus to Television Corp. of America was announced Thursday by Frank Oxarart, executive vice president of Albert Zugsmith Corp., Hollywood radio-tv broker. Sale is subject to FCC approval.

Television Corp. of America is a new firm composed of Mr. Oxarart, also part owner of KRKD Los Angeles, KVSM San Mateo and KITO San Bernardino, Calif.; Arthur Hogan, owner of KFOX Long Beach, Calif., and part owner of KULA-AM-TV Honolulu and KVSM; Jack Feldmann, part owner KVSM, and Albert Zugsmith, who has interests in KULA-AM-TV, KVSM, KITO and KRKD.

Mr. Zenoff publishes the *Boulder City News.* He put KSHO-TV on the air last May on ch. 13 as an around the clock push-button station and operating with a staff of three announcer-engineers, two salesmen and two office people. Each engineer works an eight-hour shift, controls all technical functions from a central control board. The remote control studio-transmitter package was developed by Kay Labs., San Diego.

Mr. Zenoff told B•T the seven-day, weekly 24 hour daily film-live station has cost about $12,500 monthly to operate. Jim Hawthorne is operations manager. KSHO-TV cost about $70,000 to put on the air. It is located in Las Vegas' Fremont Hotel.

Mr. Oxarart told B•T KSHO-TV is "the most outstanding example of streamlined television operated in the U.S."

The Zugsmith firm said a prior application before FCC to transfer KSHO-TV to Wilbur Clark, operator of Desert Inn there, has been dropped.

Cruise Takes Detroit Post With CBS Radio Spot Sales

RICHARD G. CRUISE, sales development representative in the New York office of CBS Radio Spot Sales, has been named to head the station representation organization's sales development office in Detroit, effective today (Monday), Ray H. Kremer, sales development manager for CBS Radio Spot Sales announced last week.

MR. CRUISE

Mr. Cruise succeeds Keith Baldwin, who died July 26 [B•T, July 30]. From the Detroit office, he will service agencies and clients in Michigan, Ohio, West Virginia, and Western Pennsylvania.

KLAUS LANDSBERG, TV PIONEER, DIES

Forty-year-old vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles is credited with creating many electronic devices.

MR. LANDSBERG

KLAUS LANDSBERG, 40, television pioneer, vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, died of cancer at his home in the Hollywood hills early Sept. 16. Although refusing to slacken his extensive activities in programming and technical supervision and development up to almost the last, Mr. Landsberg underwent surgery several times during the past several years. He never let fellow workers know of his condition and as late as Saturday told his family he wished to get back to the office within a week or two.

Radio-tv and film industry figures thronged Rosary services held for him Tuesday evening at Callahan Mortuary in Hollywood. Burial was Wednesday morning with a requiem Mass at the San Gabriel Mission in Alhambra.

Bernard Goodwin, vice president of Paramount Television Productions, New York, announced that his personal representative, Lou Arnold, had been named acting general manager of KTLA on an interim basis.

Industry Contributions Cited

Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, issued the following statement in behalf of the six other Los Angeles tv stations, including KABC-TV, KCOP (TV), KHJ-TV, KNXT (TV), and KRCA (TV).

"The television broadcasting industry of Southern California and television as a whole have suffered an irreparable loss in the untimely passing of Klaus Landsberg. From the day he came to Los Angeles, when television receivers were few and the potential of the television camera virtually unknown, he devoted unceasing energy and skill to the progress of television. His contributions to the medium have been specific, important and lasting. Both the industry and the viewers of Southern California can be thankful for his years among us.

"On behalf of the television stations of the community, we express our deepest sympathy to his widow, his family and his associates."

Mr. Landsberg is survived by his wife, Janice McDonald Landsberg, a son, Cleve, 9, and by his father and mother, Mr. & Mrs. Franz Landsberg.

Mr. Landsberg was born July 7, 1916, in Berlin, Germany. Even at the age of 9 his interest in radio was apparent as he spent most of his spare time building radio sets and other gadgets. At 16 he amazed the German electronic world by building the most effective shortwave receiver set yet conceived, using fewer tubes than before possible. The set won first prize at a national exhibition.

He celebrated his 18th birthday by becoming assistant to Professor Faerber, European pioneer and director of one of the first tv laboratories in the world. It was during this association that Mr. Landsberg designed mechanical and early cathode-ray tube tv equipment and lectured on television principles throughout Europe. He was an avid student, too, obtaining two degrees—electrical engineer and communication engineer—in 1936 from Polytechnical Institute in Czechoslovakia. Earlier he had studied at various colleges in Holland and Germany and later did postgraduate work at the U. of Berlin. During this period he also became skilled in playing four musical instruments and was an accomplished skier.

In 1936 Mr. Landsberg was called upon to assist in the history-making telecast of the Berlin Olympic Games. The next year he joined the laboratory of Prof. Dr. Arthur Korn, inventor of picture telegraphy.

During this association, the young engineer created many new electronic devices. The most outstanding was an electronic aid to navigation and blind landings, considered so vital the Third Reich declared it a military secret. But Mr. Landsberg was determined to destroy it as a Nazi weapon and he did.

This basic radar principle in 1937 became Mr. Landsberg's passport to America—a story which in itself might be a dramatic thriller. He became a U. S. citizen on Jan. 8, 1943.

Farnsworth Television Inc. hired Mr. Landsberg as television development engineer in Philadelphia in 1938, and the following year he transferred to NBC New York to help prepare the first public tv demonstrations in the U. S. at the World's Fair.

Next he was signed by Dr. Allen B. DuMont as television design and development engineer for the New York DuMont laboratories. He helped put DuMont's WABD (TV) New York on the air and assisted in producing the first programs for this station.

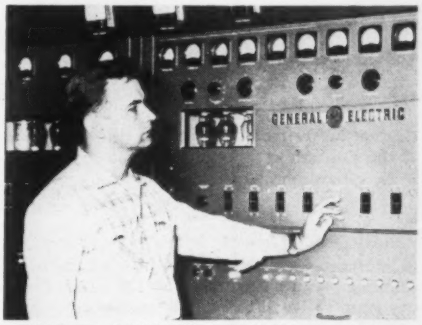
In 1941 Mr. Landsberg moved to DuMont stockholder Paramount Pictures Corp. and was sent to Hollywood late that summer to organize W6XYZ (now KTLA), the Paramount outlet. W6XYZ operated six years on an experimental basis before it became KTLA in January 1947, Los Angeles' first commercial tv station. As manager of KTLA, Mr. Landsberg innovated many west coast and industry "firsts," including the initial west coast network in 1948, a direct pickup service between KTLA and KFMB-TV San Diego. Both Mr. Landsberg and KTLA through the years have been honored by multiple industry and civic citations for their achievements and service to the community and profession.

WILK-TV Up Another Notch; Power Now 1.5 Million Watts

A NEW broadcasting milestone was reached last Tuesday when ch. 34 WILK-TV Wilkes-Barre, Pa., "pierced the megawatt barrier," attaining an effective radiated power of 1.5 million watts.

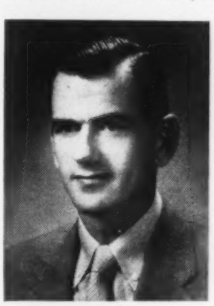
The new high-power operation has brought favorable viewer response, according to Tom Shelburne, WILK-TV managing director, who said station has received several post cards from Williamsport, Pa.—about 65 miles away—describing reception there as "very, very good." Mr. Shelburne stated that an area viewer who previously received a fair WILK-TV picture with an outside antenna, informed the station that the new WILK-TV picture was so clear he "threw away the antenna."

Mr. Shelburne reported that the million-plus-watt power (actual power reached was 1,448,000 watts) was accomplished largely by increasing the drive on the klystons, which boosted the output from a 45-kw GE transmitter to the 60-kw power needed for the new operation. Another important factor, he said, was a new-type transmission line manufactured by Communications Products Inc. Antenna gain is 25.



CHESTER SAWICKI, WILK-TV transmitter engineer, prepares to throw the switch on the GE transmitter, sending the ch. 34, ABC-affiliated station to new high power of 1.5 million watts.

General Teleradio's Morris Named Head of Western Sales


MR. MORRIS

GEORGE MORRIS, former sales manager of WGTH-TV Hartford (now WHCT [TV]), Conn., last week was named western sales manager for General Teleradio-owned radio-tv stations, with headquarters in Chicago. WHCT (ch. 18) was taken over by CBS earlier this month, following FCC approval of the $650,000 sale by RKO Teleradio Pictures to the network [B•T, Sept. 17].

Mr. Morris joined Teleradio in 1953 as a WGTH-TV account executive, and was named sales manager last year. He also has been with KMBC and KCTY (TV), both Kansas City.

NCAA Approves Telecasts Of Notre Dame Grid Games

NATIONAL Collegiate Athletic Assn. has granted permission for WNDU-TV South Bend, Ind., to televise all but two of the U. of Notre Dame's home-and-road football games this fall, it was announced last week by Bernard C. Barth, general manager of the outlet.

Telecasts of seven games have been sold to four advertisers—Seven Up Bottling Co., St. Joseph Bank and Trust Co. of South Bend, West Michigan Electric (RCA-Whirlpool distributors) and Peter Eckrich & Sons.

Station spokesmen claimed the tv schedule appeared to be the most ambitious ever undertaken by a single, locally-operated station, and reported WNDU-TV will order 2,000 miles of coaxial cable for the games.

Aside from those seven games (three at home, four away), U. of Notre Dame also will appear once each on the NBC-TV national and big 10 regional slates, it was understood. WNDU-TV announced previously it will feed five Notre Dame games closed circuit into hotels of the Sheraton chains starting this past Friday evening.

WRCV-TV Begins Telecasting Local Live Color Programs

WRCV-TV Philadelphia announced last week that the NBC-owned station will begin telecasting local live color today (Monday) and at the same time reported the signing of a 52-week saturation color spot contract.

Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richardson Dilworth are to participate in brief opening ceremonies this morning. Following this, the *Let Scott Do It* program (9-10 a.m.) will debut in color and will be shown in color everyday, as will the remainder of WRCV-TV's across-the-board live, local shows. These include *Newsroom* (2:55 p.m.), *Funhouse* (6 p.m.), *Taylor Grant and the News* (11 p.m.), *Sports Spot* (11:10 p.m.), *Judy Lee and the Weather* (11:15 p.m.) and *Talk of the Town* (11:20 p.m.).

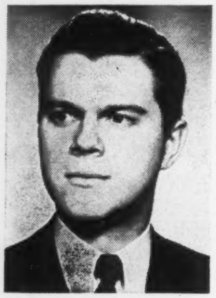
Beginning Oct. 6, WRCV-TV will introduce a new live show in color, *Jazz Festival* (11:30 p.m.-midnight.) The station will offer 12-15 hours weekly of local color, and with NBC network programs, will have a minimum of 20 hours in color for National Television Week (this week).

Abbotts Dairies Inc., for its ice cream division, has signed the 52-week contract calling for 15 one-minute and 20-second color spots weekly. Abbott announcements, beginning Oct. 15, will be placed in or adjacent to local and network color programs. The spots will be both filmed and live.

The order was placed through Richard A. Foley advertising agency, with Earle Steitert, Foley vice president, handling the Abbott account. The client has used tv regularly since 1946, and F. W. Hooven, advertising manager for the ice cream division, recommended use of the color campaign. The Foley agency operates its own color tv experimentation program.

Arries Leaves WTTG (TV) To Join CBS-TV Spot Sales

RESIGNATION of Leslie G. Arries Jr. as general manager of WTTG (TV) Washington, D. C., was announced last week. Mr. Arries, with the outlet since July 1953, will join the staff of CBS-TV Spot Sales in Chicago in early October. No successor had been indicated by the station as of last Friday.



MR. ARRIES

Promotions by WITH Seen No Hazard for Advertisers

MERCHANDISING PLANS of WITH Baltimore, by which in-store promotional services are offered in connection with time bought at station card rates, do not involve hazards for advertisers under the Robinson-Patman Act, in the opinion of Paul A. Porter of Arnold, Fortas & Porter, Washington law firm.

Answering an inquiry by R. C. Embry, WITH vice president, Mr. Porter noted that retailers provide such services in exchange for broadcast services provided by the station. Key point of the contract, Mr. Porter said, is the fact that all competing retailers in the area are given an opportunity to participate in the WITH plan.

He said the law firm has considerable doubt "whether the Robinson-Patman Act can properly be interpreted to support complaints against advertisers who purchase time from you considering the terms upon which you have arranged to provide the extra promotional services. In your case, the cooperating retailers are entitled to broadcast services in return for their promise to provide promotional displays and regardless of whether you succeed in persuading any advertisers to deal with you.

"The arrangement is therefore essentially promoted by your station in order to stimulate the sale of air time in its own self-interest. In such circumstances, at least, we believe that any benefits received by the retailers are provided by the station, rather than the food suppliers . . ."

New Relay for WPTZ (TV) To Be in Operation Oct. 1

UPON COMPLETION of a $100,000 building program the end of this month, WPTZ (TV) Plattsburg, N. Y., will be able to pick up all NBC-TV shows via a two-hop microwave relay now being installed by the Bell Telephone Co. The new relay, General Manager George Barenbregge announced last week, will be in operation Oct. 1.

Two weeks ago, construction of a new two-mile road to the WPTZ (TV) transmitter atop 2,200 ft. Terry Mt. was completed, allowing the station's engineers access to the transmitting site, "no matter what the weather" in Plattsburg's sub-zero winter temperature. As part of the expansion program, WPTZ (TV) has laid a private power line up the mountain so that New York State Gas & Electric Co. can supply the transmitter with three-phase 4,400 v service. The two 55 kw diesel generators used heretofore will be deactivated, with one generator used for standby, emergency power purposes.

WPTZ (TV) is owned and operated by Great Northern Television Inc., Plattsburg.

WSYE-TV Elmira on Air; Bolger Acting Manager

WSYE-TV Elmira-Corning, N. Y., went on the air Sept. 15 at 7 p.m. with a special one-hour live telecast featuring station and civic officials. The ch. 18 outlet is owned and operated by Central New York Broadcasting Corp. (WSYR-AM-FM-TV Syracuse, N. Y.).

WSYE-TV will be on the air 18 hours daily and will carry the full NBC-TV schedule, according to E. R. Vadeboncoeur, president and general manager of WSYR-AM-TV. Executives of the new station include Robert Bolger, acting station manager, and Mrs. Dana Near, office manager.

WHAM Names Christal Co.

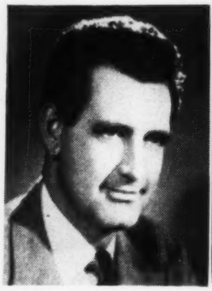
WHAM Rochester has appointed Henry I. Christal Co. as it national sales representative, it was announced last week by John H. Riggs, president of Riggs & Greene Broadcasting Corp., licensee. The appointment was effective Sept. 14. WHAM operates with 50 kw on 1180 kc and is an NBC affiliate. Riggs & Greene took over ownership and operation of the 34-year-old station a few weeks ago, acquiring it from Transcontinent Television Corp., which had bought both WHAM and WHAM-TV from the Stromberg-Carlson Corp. Transcontinent is operating WHAM-TV under new call letters, WROC-TV [B•T, Sept. 17].

REPRESENTATIVE APPOINTMENT

KWFC Hot Springs, Ark., appoints Venard, Rintoul & McConnell as national representative, James S. Ayres & Co., as southeastern representative. Clyde Melville Co. continues as southwestern representative.

STATION PEOPLE

Charles L. King, Jr. promoted from staff to local sales manager of KARD-TV Wichita, Kan. He formerly was with KGNC-TV Amarillo, Tex.



MR. MASCHMEIER

MR. KING

Howard W. Maschmeier, executive assistant to **Roger Clipp,** general manager of Triangle Publications Inc. stations, to New York sales office in national spot tv sales and services. **Gordon J. Grant,** formerly sales staff, WCOP-AM-FM Boston, to Triangle New York operation in national spot radio sales and services.

Jesse H. Cripe, formerly assistant operations manager, WTVJ (TV) Miami, to WFGA-TV Jacksonville, Fla., as general manager.

MR. CRIPE

Sterling Zimmerman, formerly commercial manager, KLFY-TV Lafayette, La., to KGBT-AM-TV Harlingen, Tex., as national and regional sales manager.

Frank Harmon, former assistant manager, WBAW Barnwell, S. C., to WSNW Seneca, S. C., as sales manager and program director.

E. C. (Red) Stangland, farm service director, KSOO Sioux Falls, S. D., to KBRK Brookings, S. D., as general manager.

Pete Boghosin, CBS, San Francisco, to KOCS Ontario, Calif., as sales manager. **Mel Hall** appointed KOCS program director.

MR. STANGLAND

Dick Drummy Jr., Dallas tv sales office, Edward Petry & Co., to commercial manager WFAA-TV Dallas. He succeeds **Mike Shapiro,** who resigns to become managing director, Griffin Grocery Co.'s tv interests.

Charles H. Underwood, WMBS Uniontown, Pa., to WCVI Connellsville, Pa., as station manager.

George Rogers, commercial production manager, WKRC-TV Cincinnati, to sales representative. Succeeding him is **Barry Hersh,** film director. **John Hill,** WKRC-TV film staff, to film director. Mr. Rogers joined station in 1954 from WLWT (TV) Cincinnati, where he was assistant general sales manager.

Lute Mason, sports director, WDSM-TV Duluth, Minn., to KSTP-TV St. Paul, Minn. as account executive.

Eugene Peter Tiscornia Jr., named merchandising manager, KTSN Stockton, Calif.

Pel Schmidt, local sales manager of WAAM (TV) Baltimore, promoted to commercial manager.

Roy M. Schwartz, assistant program manager, WBZ-TV, WBZA Boston, named advertising and sales promotion manager.

MR. SCHWARTZ

Al Baccari Jr., public relations consultant, Foster & Kleiser, outdoor advertising firm, to KPIX (TV) San Francisco as manager of public relations department.

William F. Mitchell, free-lance screen and tv writer, to KEYT (TV) Santa Barbara, Calif., as continuity director. **Sylvia Lescoulie,** tv entertainer, to KEYT talent staff.

Jack Slattery, WILS Lansing, Mich., to WHAM Rochester, N. Y., conducting morning show. **Jane Allen,** local club woman, becomes WHAM women's director. **Carroll Hardy,** WKBW Buffalo, and **Bill Dwyer,** WBBF Rochester, join WHAM as disc jockeys. **Ray Laws** and **Jack Ross** promoted to morning news editor and night news editor, respectively, under WHAM News Director David Kessler.

Sam Cook Digges, general manager, WCBS-TV N. Y., named greater New York chairman of the Third Annual Campaign of National Retarded Children's Week.

Ed Mills, WLWT (TV) Cincinnati and WHAS Louisville, Ky., to WINN Louisville.

John Wingate, NBC news reporter and formerly with WOR New York, rejoins WOR's newscasting staff.

Bill J. Wheatley, former writer, WKY-AM-TV Oklahoma City, rejoins station as writer-producer-director.

The Continental
Divide Station

now's the time for all good men to come to the aid of the party...

comes the campaign, polish up those party planks with brisk, bright, winning band music

The Sesac Library's "B" Section, now available separately, will get your station votes every time

Karl King Band
Roy W. Baker's National Symphonic Band
Robert A. Williams' All-American Band

send for prepaid audition discs
THE sesac TRANSCRIBED LIBRARY
(now available in sections)
THE COLISEUM TOWER • NEW YORK 19

pick a polka

when the accent's on the skippy, skimming music of the polka, folks know Sesac's tunes will win in a whirl.

And whirling polkas in Spectacular Sound are now available separately in Sesac's "P" Series.

featuring 107 selections with
Walt Jaworski
Walter Solek

$5 a month

send for prepaid audition discs
THE sesac TRANSCRIBED LIBRARY
(now available in sections)
THE COLISEUM TOWER • NEW YORK 19

dreamboat or dervish?

no matter what your dance style, you get "the most" with Sesac's fabulous variety of dance music in Spectacular Sound.

These brilliant top-drawer arrangements found in Sesac Library's "N" Section, now available separately

Will Bradley
Stan Freeman
Skitch Henderson
Richard Maltby
Tony Mottola
Eddie Safranski
Lou Stein
and many other outstanding artists

send for prepaid audition discs
THE sesac TRANSCRIBED LIBRARY
(now available in sections)
THE COLISEUM TOWER • NEW YORK 19

NOW AVAILABLE
IN SECTIONS
FOR SPECIALIZED MUSIC NEEDS

FOLK	A
BAND	B
CONCERT	C
GOSPEL	G
HAWAIIAN	H
JAZZ, DANCE	N
POLKA	P
RELIGIOUS	R
SPANISH	S

THE sesac TRANSCRIBED LIBRARY
SEND FOR AUDITION DISCS

THE COLISEUM TOWER • NEW YORK 19 | $3 TO $35 A MONTH

Bettendorf, Iowa
East Moline, Ill.
Davenport, Iowa
Moline, Ill.
Rock Island, Ill.
Basic NBC Affiliate
WOC 5,000 W 1420 Kc

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

WHO's Farm Event

MORE than 100,000 persons attended the 1956 National Field Days and National Plowing Matches this past weekend in Jasper County, Iowa, co-sponsored by WHO-AM-FM-TV Des Moines and various farm groups. The event, originated by WHO 17 years ago, is designed to dramatize better land use, select state and national champion plowmen, focus national attention on agriculture, and provide two major political parties with equal time to tell their farm story.

President Eisenhower was present at the event last Friday, and Adlai Stevenson made an appearance Saturday.

Visitors to the 2,000-acre area 20 miles east of Des Moines saw internationally known champion plowmen in action along with dozens of demonstrations and displays stressing soil conservation on a small watershed area.

WHO-AM-FM-TV entertained agency personnel at a dinner Friday and at breakfast Saturday, following which a tour of various sights was conducted.

Ben Summers, former program director, WKLE Washington, Ga., to WMOO Milford, Mass., as staff announcer.

Alan Fredericks, staff announcer and music director, WABJ Adrian, Mich., to WGBB Freeport, Long Island, N. Y., as staff announcer.

Stuart M. Nathanson, formerly production manager, Cascade Bcstg. Co. (KIMA-AM-TV Yakima, Wash., KEPR-TV Pasco, Wash., KBAS-TV Ephrata, Wash.), to KTVW (TV) Seattle, Wash., as production manager.

Betty Utter to KFJZ-TV Fort Worth, Tex., as hostess of woman's program.

Jerry Romig, formerly day news editor, WDSU-TV New Orleans, to station's production staff as writer and production co-ordinator.

Chuck Zink, former program director, WCMB-TV Harrisburg, Pa., to WTVJ (TV) Miami, as staff announcer.

Warren Michael Kelly, former early-morning man, WGR Buffalo, has returned to station after five-year m. c. stint at WXYZ-TV Detroit.

Pat Schrier named to host *Romper Room* program, WGR-TV Buffalo, N. Y.

Nancy Clark to WBAL-TV Baltimore on *Million Dollar Movie* program.

Jack Clifton, 29-year-old program director, WCUE Akron, Ohio, died of cancer Sept. 8. He had been hospitalized six weeks.

Lawrence H. Rogers II, president-general manager, WSAZ-AM-TV Huntington, W. Va., named chairman of terminal building advisory committee by Tri-State Airport Authority of Huntington. Committee is seeking to speed up $2.4 million expansion program at Tri-State airport.

Bonnie Lee Zornow, personality on *Beat Mr. Genius* program, KTTV (TV) Los Angeles, married to **Paul Manchester** of KTTV purchasing department Sept. 8.

ROYAL COMMISSION SITTINGS STARTED

Decentralization of production facilities is urged in opening briefs. Two-week session ends with next sitting Oct. 2.

CANADA's Royal Commission on Broadcasting began its fall sittings at Montreal Sept. 10, with 32 briefs being heard. Included were a number from the province of Newfoundland, where the commission was unable to sit before its June suspension due to bad flying weather to St. John's, the Newfoundland capital. Hearings started in Ottawa Sept. 17 and lasted through Sept. 21, with 28 briefs on the agenda.

The commission then recesses till Oct. 2, when final briefs will be presented by the Canadian Broadcasting Corp. and the Canadian Assn. of Radio & Television Broadcasters.

The commission's report is expected to be made to the Canadian government late this winter or early next spring.

Seek Decentralization

French-language groups presenting briefs before the Royal Commission at Montreal asked that the Canadian Broadcasting Corp. decentralize its production facilities so that smaller centers will also be represented on television network programs with live shows and commentaries. Currently, these briefs point out, CBC production for French-language programs is centered in Montreal, and for English-language programs in Toronto. Too great a centralization, it was felt, would lead to neglect of regional needs and "risk the establishment of a sort of monopoly."

Similarly, the French-language Weekly Newspapers' Assn. held that centralization affected participation in various programs of persons from outlying districts, especially weekly newspaper editors in various commentary programs.

Canada Adds Two Tv Channels At Pembroke, New Glasgow

REVISION of the Canadian-USA Television Agreement, permitting Canada to add ch. 5 to Pembroke, Ont., and ch. 7 at New Glasgow, Nova Scotia, was announced by the FCC last week. The Canadian government agreed, the FCC said, that it will not authorize any station to operate in Pembroke if its transmitter is less than 190 miles from Lake Placid, N. Y., or less than 170 miles from Rochester, N. Y. Co-channel U. S. stations on ch. 5 are WPTZ (TV) Lake Placid and WROC-TV Rochester.

Commercial JOBX-TV Osaka Plans December Target Date

JOBX-TV Osaka, Japan, has completed its new studio and office building and plans to go on the air Dec. 1 as Japan's third commercial outlet and the first one outside Tokyo. The ch. 7 outlet will operate seven hours daily with a power of 100 kw and will serve the cities of Osaka, Kobe, Kyoto and Nara.

The station is owned by Osaka Television Broadcasting Co., whose principal stockholders are the *Asahi Press* (Asahi Broadcasting Co.) and *Mainichi Press* (New Japan Broadcasting Co.). The new broadcast building has 88,359 sq. ft. of floor space and three large studios. Remote programming will be accomplished through the use of a $190,000 remote unit.

Population of the JOBX-TV coverage area is 12,811,386 with an estimated 89,300 tv sets. The other commercial tv stations in Japan now on the air are JOAX-TV and JOKR-TV, both Tokyo. Officers of JOBX-TV are Ko Suzuki, president; Tohru Nagamatsu, sales manager; Kiyoshi Hara, program manager; Kunio Endo, chief engineer, and Denji Atoh, general affairs manager.

An announcement last week from Tokyo said Japan's first color tv broadcasts are scheduled for November on a test basis. Officials said there are no color receivers at the present time but that there will be soon.

American Governor

FIRST American-born member of the board of governors of the Canadian Broadcasting Corp. is Mrs. R. S. Houck of Brampton, Ont., who has been appointed for a three-year term. Mrs. Houck, who was born in Wisconsin, became a naturalized Canadian in 1928 and was a member of the Canadian delegation to the United Nations last year.

Australians See First Tv As TCN Goes on Test

TCN (TV) Sydney gave Australians their first look at tv Sept. 16 when the station went on the air for four hours. Reception was said to be good with "thousands" going to retail stores to see the telecast.

A station official said the show was part of a training and development phase for workers. Ch. 9 TCN will go on the air officially Nov. 4. It is owned by a general shareholders corporation with a major interest held by Consolidated Press Ltd., publishers of the *Sydney Daily, Sunday Telegraph* and *Women's Weekly*. Another Sydney station and two in Melbourne also are scheduled to go on the air in November.

British Firm Plans to Enter Canadian Meter Rating Field

TELEVISION Audience Measurement Ltd., London, is planning to enter the Canadian television meter rating field in Canada. Martin Maddam, a director of TAM, and Guy Bolam, North American representative of TAM, have been in Toronto and Ottawa discussing their entry into Canada with the Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies and the Canadian Assn. of Radio & Television Broadcasters.

TAM's possible entry into Canada will coincide with the opening of Nielsen Co. Broadcast Index service from the United States, due to start in Canada this fall. The British company has a meter rating contract with commercial tv operators in Great Britain.

INTERNATIONAL PEOPLE

J. L. Sayers appointed station manager, CFUN Vancouver, B. C.

Robert F. Tait, supervisor of All-Canada Radio & Television Facilities Ltd., Winnipeg, Man., to assistant manager of CKRC Winnipeg. He is succeeded as manager of All-Canada at Winnipeg by **Bruce M. Pirie,** commercial manager of CKRC for the past eight years.

Claude Blackwood, formerly assistant program director of KEX Portland, Oregon, to special events director of CHED Edmonton, Alberta.

PERFORMANCEWISE –

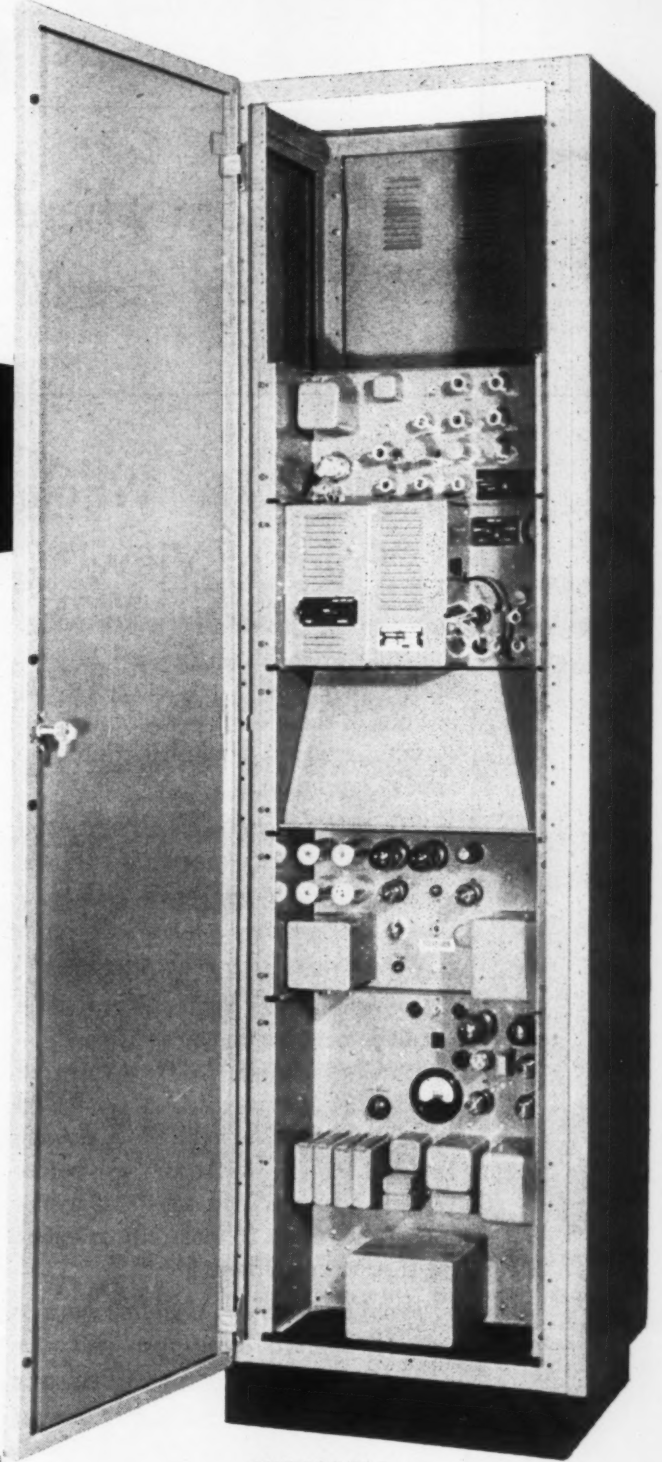
Engineers like it, and

COSTWISE –

management loves it . . .

The Sarkes Tarzian LONG RANGE MICROWAVE RELAY

(MWF-1C)



The only color corrected 2000 mc. equipment available for immediate delivery, the Sarkes Tarzian MWF-1C. Convenient to install and service for use in STL or inter-city service. Engineered to operate in the 2000 mc. band with proven reliability and performance over several years of actual operation in the field.

The 2000 mc. frequency gives superior performance because:

1—Attenuation at this frequency is 10 times less than at 7000 mc. for the same path distance.

2—Fading due to temperature, humidity, and barometric changes is greatly reduced at 2000 mc. compared to 7000 mc.

3—There is practically no absorption due to water vapor as compared to heavy absorption at 7000 mc.

4—Less equipment needed for multiple hop relays, giving higher reliability.

5—Signal to noise ratio is superior at 2000 mc.

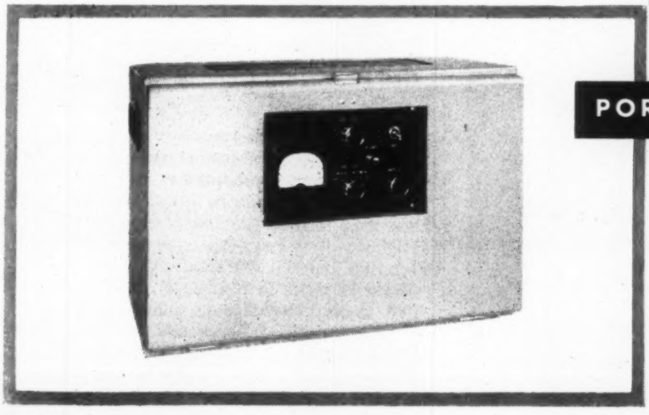
The equipment performs best with NTSC color or monochrome transmission with simultaneous transmission of high fidelity audio.

Equipment can be located indoors with parabola several hundred feet up on the tower. Therefore, all operating equipment is accessible at all times.

Complete stand-by equipment can be located in the same area. Rack has room for receiver and monitor and/or high fidelity audio diplexer, thereby reducing floor space requirements.

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

PRICE $8500
(Less Parabolas)



PORTABLE MICROWAVE RELAY (MWP-2D)

Compact, self-contained. Highly portable, weighing only 58 pounds including case. Transmitter in one unit. Receiver in one unit. Operating equipment can be located indoors several hundred feet from parabolas if necessary. Operates with NTSC color or monochrome signals simultaneously with high fidelity audio. Conservative 15 mile range with 4 foot parabolas. PRICE $5700, less parabolas.

Advertisement

From where I sit
by Joe Marsh

Changed Her Whole "Point of View"

Some local high school teachers spent the summer taking courses at the State University. They learned a lot, but one of them—Miss Williams, History 2—got so homesick that she almost ran home.

"To save expenses, we chose a hotel that wasn't exactly the Waldorf," she reports. "Clean but grim. When I found my window looked out on a coalyard*—well, my heart just sank!"*

But when Miss Williams noticed a pot of geraniums on the window sill—and a note saying "Look at *these* instead. Last Occupant"—she decided to stick it out. She kept those flowers watered and tended, and, just before coming home, added a pot of cyclamen as her effort to make things easier on the *next* occupant.

From where I sit, it's often hard to adapt to new surroundings—even nice ones—just as new customs *often seem strange to us at first. For instance, if you've always had tea with your meals you might find it odd that I prefer a glass of beer. It's OK to prefer what's familiar to you . . . but also keep an open mind on what's* not.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

CBS GOES ON ODYSSEY

THE American Assn. of Museums and CBS-TV have combined to present a new series of programs on the story of mankind. Titled *Odyssey,* the weekly, hour-long programs will begin shortly after the first of the year. Noted scientists, historians and art scholars from U. S. museums will be featured.

SARNOFF SPEAKS ON VOTING

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, will be the speaker tomorrow (Tuesday) on NBC Radio's *See You at the Polls* program (Mon.-Fri., 5:35-5:40 p.m. EDT), which the network is carrying in cooperation with the American Heritage Foundation's Register and Vote Campaign. Each day a prominent citizen urges Americans to take advantage of their right to vote. Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Adv., New York, will be the speaker on Sept. 30.

TARGETS FOR SPOT

NBC Spot Sales, in a move to "lighten the load" of agency executives in pinpointing "hot markets," has provided 1,000 of them with a dartboard (and three darts) as well as a scorebook with "the basic rules of good dartmanship." The latter contains such helpful information as how to select a suitable target (market), how to aim (your message) and picking an appropriate time (when to let go). The board is marked with "targets" designating the stations Spot Sales represents.

WBUF (TV) SUCCESSFUL AT FAIR

WBUF (TV)'s (Buffalo) main attractions at the Erie County Fair in Hamburg, N. Y., were the semi-finalists for its "Miss Channel 17" contest. The girls' nightly appearances at the fair included telling the story of uhf and participating in tv set giveaways. They are said to have been the contributing factors in WBUF's success there. The station also sponsored a "Safety Spectacular" in Buffalo with eight hours of entertainment for both adults and children.

WCCO AT MINN. STATE FAIR

WCCO Minneapolis-St. Paul presented 35,000 copies of its new calendar "Good Neighbor to the Northwest" to visitors of the Minnesota State Fair. Along with the calendar, station personalities distributed a State Fair edition of WCCO's *Radio News Parade,* a monthly publication. People were also able to meet radio personalities at the station's headquarters during the exposition. The calendar contains program information, important dates in WCCO's history and the birthdays of air personnel.

CLINTON VIOLENCE COVERED

RECENT VIOLENCE at Clinton, Tenn., was given complete coverage by the news department of WROL Knoxville, Tenn., headed by Bill Johnson. Descriptions of the situation included the episode in which tear gas finally was used to disperse crowds shortly before the Highway Patrol arrived to restore order. Mr. Johnson and Hal Durham were heard on NBC Radio 11 times in four days. WROL reported that to its knowledge no other radio stations were doing "live" broadcasts from the scene. WROL's sister station, WATE-TV also was in Clinton, making film which was used on local news shows and fed to numerous news services.

WEATHER CONTEST CLICKS

THE RESPONSE to the Labor Day "Weather Contest" over KHOL-TV Holdredge, Neb., was so large that the station has decided to make it an annual affair. A total of 6,323 entries were received. Contestants were asked to guess in advance Labor Day weather information, namely the 6 p.m. temperature, the day's high and low, wind direction and velocity and the general forecast.

WRCA-TV INCREASES COLOR

WITH the addition a fortnight ago of 45 additional minutes to its colorcasting schedule—all of them covering news and interview programs—WRCA-TV New York now is airing an average of eight hours 40 minutes of local color a week. In addition, as an NBC owned-and-operated station, WRCA-TV will be carrying an average week's load of 18 color hours. This latter figure is based on one color hour each day *(Matinee)*, at least one color hour a night plus an average of three color hours weekly devoted to spectaculars. In way of comparison, WRCA-TV said its sister station, WNBQ (TV) Chicago, an all-color station, is airing 30 hours of local color weekly. However, "much of this time," said WRCA-TV, is devoted to feature film fare.

LONG DISTANCE RACE COVERAGE

SEATTLE sports fans were able to listen to the President's Cup Regatta, a race for hydroplanes, live from Washington, D. C., on KING Seattle. The Sept. 15 and 16 races were sponsored by the Rainier Brewing Co., Seattle, through its agency Miller, Mackay, Hoeck & Hartung. Arrangements were made by the agency's Bob Wesson and Tom McCann, KING account executive. Race commentator Bill O'Mara was assisted by the staff of WMAL Washington. KING listeners were well rewarded when Seattle-owned *Miss Thriftway* won the President's Cup.

KMA PUBLISHES BOOKLET

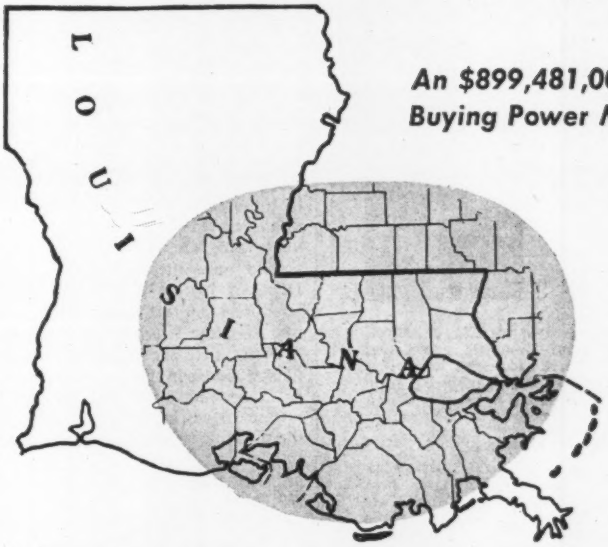
THE SELLING JOB done in the Midwest by KMA Shenandoah, Iowa, is pointed up in an eight-page brochure just released by the station. The booklet graphically illustrates six reasons why advertisers and others included KMA in their 1955-56 advertising plans and concludes with the thought that "you must reach the non-urban dwellers to obtain sales volume in the predominantly rural, smalltown Midwest."

WBNS-TV'S GRID ANGLE

THERE'S apparently more than one way of cooking with gas after somebody else lights the burner. Take WBNS-TV Columbus, Ohio, for example. The station has purchased the Big 10's filmed football *Highlights* package, to be shown Saturdays at 1:30 p.m., just before NBC-TV's NCAA football telecast (of national or regional games). The twist: WBNS-TV is a CBS affiliate and hopes to catch football-minded viewers before they switch over to WLWC (TV), which will carry the NBC-TV live coverage.

RECORD PROMOTES 'CISCO'

IN its seventh year, Ziv-Tv's film series, *The Cisco Kid*, is being backed by a $59,000 campaign for the release of "The Cisco Kid Song," by Fraternity Records Inc. The disc is tied into the program with special record covers and displays showing Cisco as he appears on tv.



An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ ***rated highest*** **in 125 quarter hours out of 149.**

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ ***rating Tops All Others Combined!***

-from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.
NBC-ABC
Represented by Hollingbery

1
United Press news produces!

FIRST THINGS FIRST!

by
Harold
Walker

Put first things first! WDIA, the number one station of Memphis, rates first in power, first in audience drawing, first in control of the Quarter Billion Dollar Negro Market! That's why WDIA gives first rate results to all accounts!

First Station

WDIA is Memphis' first station in three classifications. WDIA is the first —and ONLY—50,000 watt station. This combines power and coverage as no other station can. WDIA is the first radio station in this city to program for Negroes exclusively. As a consequence, WDIA ranks first with Pulse, rating the largest size audience within its market.

First Market

Memphis has a vast Negro market with tremendous purchasing power. There is concentrated in Memphis and its adjacent trading zone almost one-tenth of all the Negro population in America. And these Negroes have a composite one-fourth billion dollar pay envelope, which is the largest per capita, relative to white, in the nation.

First Programming

Now, how to capitalize on a market that's first in size—first in economy? Well, WDIA does it by specializing as an all-Negro radio station. WDIA operates on a distinctive, restricted-to-Negroes basis. Members of the Staff —performers, disc jockeys, counselors, home economists—are Negroes. Negroes with the glamour of stardom, who are glittering leaders of an evolving social class. Negroes who condition the buying habits of 1,237,686 listeners. An emotional people, Negroes follow their stars with a fantastic loyalty. But the figures are not fancy—they're fact. And the cold fact is, WDIA dominates the Memphis Negro market. Negroes buy in excess of 65% of all flour sold on the Memphis market . . approximately 55% of all laxatives . . . about 60% of the deodorants . . half the toothpaste . . and a staggering estimated 80% of all rice! WDIA promotes the brands of such outstanding sponsors as:

Omega Flour . . Arrid . . Uncle Ben's Rice . . Colgate's Dental Cream . . Ex-Lax . . Carter's Little Liver Pills.

First Results

Economy-wise, the Memphis Negro rates number one, with the highest income, relative to white income, of any Negroes in the country. WDIA is Memphis' number one station—its first and only 50,000 watt station. In this case, one and one add up to number one results in sales accounts. For data on how WDIA can put you first in sales and profits, make inquiry, on your letterhead, today! And ask for a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

WHY JUSTICE DEPT. IS PROBING NETWORKS

Hansen testimony, continued from page 35

mendations, but that they are in constant contact with us, and before any decisions will be made they will do so.

Chairman Celler: This is very highly important to these revisions of the Chain Broadcast Regulations, which incidentally are many, many years old, almost 15 years old. Certainly it should have the most careful scrutiny of the Dept. of Justice, and I am sure that you will scrutinize it most carefully.

Mr. Hansen: I assure you that we will. . . .

First, the exchange itself has accelerated liaison between the antitrust division and the FCC. Second, ownership and operation by television networks of their own stations gives them an opportunity—perhaps even a temptation—to indulge in tactics which pose serious antitrust questions.

Mr. Maletz: Judge Hansen, I am sure you are familiar with the fact that the multiple station ownership rule of the FCC prohibits any person to have an interest in more than five vhf and two uhf stations, is that right?

Mr. Hansen: Yes.

Mr. Maletz: Has it come to your attention that various proposals have recently been submitted to the FCC proposing a liberalization of the Commission's multiple ownership rules?

Mr. Hansen: It has.

Mr. Maletz: In your judgment, might liberalization of these rules be inconsistent with antitrust objectives?

Mr. Hansen: I would say yes, definitely.

Mr. Maletz: Would you say that ownership of broadcast stations by networks renders such stations permanently inaccessible to competing networks?

Mr. Hansen: Well, inaccessible—I can't answer that. I thought you were going to ask me something about the proposal covering the 25% of the [population] of the United States.

Mr. Maletz: Would you like to comment on that?

Mr. Hansen: Yes. The present Sec. 3.6 of the Commission rules bars any tv broadcasting license grant which "would result in the concentration of control of television broadcasting in a manner inconsistent with public interest, convenience or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case, with particular reference to such factors as the size, extent, and location of areas served, the number of people served, and the extent of other competitive services to the areas in question.

"The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity, for any party or any of its stockholders, officers, or directors who have a direct or indirect interest in, or be stockholders, officers or directors of, more than seven television broadcasting stations, not more than five of which may be of the very high frequency band."

The proposed rule would obviate consideration of factors important to gauging undue concentration of television control, selects only one out of the considerations, namely, the number of people served.

The admitted considerations, such as size, location and other services, may be crucial to any gauge of concentration. Under the proposed rule, a single broadcaster could in effect monopolize every important tv outlet within the borders of a single state. The Commission itself opposed like bills with respect to radio on the ground that the 25% rule will permit a single person or organization to own stations serving 20 of the 22 states west of the Mississippi River.

My main objection is that eradication of the existing numerical limitation may tend to increase the trend toward concentration. Such concentration is undesirable, whether vested in networks or in other single interests.

The Commission itself, in its Report on Chain Broadcasting, 1941, said that it would oppose network ownership of stations if it were deciding the matter *ab initio.*

It justified continuation of network station ownership only because substantial interest had developed in reliance on its tolerance of the situation. The Commission deplored the trend toward concentration of ownership and control of radio stations. The same trend has been observed with respect to television. Ownership of a large number of stations by a single interest raises real antitrust problems. Such owners would be in a position to use tactics similar to those of the Griffith, Schine and Crescent Motion Picture Circuits by capitalizing on mass purchasing power and by combining their outlets in single-station markets with their outlets in multiple-station markets.

We have received complaints that these tactics have already been employed by multistation owners who obtain preferences in network affiliations over single-station owners, and who obtain preferences in the purchase of important packages of feature film.

If Anything, Tighten It

As a result, it is my considered opinion that the multiple ownership rule should be, if anything, tightened, not relaxed.

Chairman Celler: Judging from the tone of your reply, would it appear as if the FCC might succumb to pressure to increase the number seven to a larger number?

Mr. Hansen: I have no basis for believing that. I would say they probably would not.

Chairman Celler: Judge Hansen, I take it from your statement that you would oppose any change in the rule to permit the widening of the multiple rule to include more than seven stations?

Mr. Hansen: Yes, and maybe it ought to be tightened.

Chairman Celler: Have you made that view known to the FCC?

Mr. Hansen: No, sir.

Chairman Celler: Do you intend to do so?

Mr. Hansen: Yes, sir.

Mr. Keating: By tighten, you mean if anything they should be made more stringent?

Mr. Hansen: Made more stringent than they are now. I came into this after I received the invitation to appear here, and that is one of the problems that appeared as being important.

Finally, the roles of the parties to this exchange of broadcasting facilities have served to underline the disparate bargaining power of a station owner—even as large as Westinghouse —in its relations with major television networks.

Next, considering tie-ins and talent control,

The Continental
Divide Station

FERRITES-*a milestone in communications engineering!*

In today's communications engineering, ferrites are ranked with transistors in importance. Ferrites, modern cousins of the ancient lodestone, have more than doubled the efficiency of radar and microwave operations.

The ferrites are magnetic but, unlike natural ferromagnetic materials they resist electrical current. Replacing one of the iron oxide molecules in the lodestone formula with the oxide of any one of a number of metals results in a product which is similar in chemical and crystal structure to the lodestone but is resistant to electric current.

A few of the achievements for these strange new substances are:

1. *Simultaneous sending and receiving on a single microwave antenna.*
2. *Full-power transmission in microwave ranges with no power loss or interference.*
3. *Elimination of frequency drifts in microwave transmission.*

This new group of solid state materials makes possible the continuous search by radar, instead of the intermittent "pulse" sending and receiving of World War II. To fully understand all the implications and probable uses for ferrites, reserve your copy of this special October *Proceedings of the IRE* ferrites issue. It will take its place in the history of radio-electronics along with the transistor issue of November, 1952, and the solid-state electronic issue of December, 1955. You will want to read and refer to it for years to come!

SPECIAL OCTOBER ISSUE CONTAINS 27 IMPORTANT ARTICLES ON FERRITES:

"Resonance Loss Properties of Ferrites in the 9KMC Region" by S. Sensiper, Hughes Aircraft Co.

"Magnetic Resonance in Ferrites" by N. Bloembergen, Harvard Univ.

"Methods of Preparation and Crystal Chemistry of Ferrites" by Donald Fresh, Bureau of Mines

"Topics in Guided Wave Propagation in Magnetized Ferrites" by Morris L. Kales, Naval Research Lab.

"Frequency and Loss Characteristics of Microwave Ferrite Devices" by Benjamin Lax, Lincoln Lab., MIT

"The Non-Linear Behavior of Ferrites at High Microwave Signal Levels" by H. Suhl, Bell Telephone Laboratories

"Dielectric Properties and Conductivity in Ferrites" by L. G. Van Uitert, Bell Telephone Laboratories

"The Elements of Non-Reciprocal Microwave Devices" by C. L. Hogan, Harvard Univ.

"Fundamental Theory of Ferro- and Ferri-Magnetism" by J. H. Van Vleck, Harvard

"Ferrites as Microwave Circuit Elements" by G. S. Heller, MIT

"Radiation from Ferrite-Filled Apertures" by D. J. Angelakos, Univ. of Calif., Berkeley, Calif.

"Anisotropy of Cobalt-Substituted Mn Ferrite Single Crystals" by P. E. Tannenwald and M. H. Seavey, MIT

"Birefringence of Ferrites in Circular Waveguide" by N. Karayianis and J. C. Cacheris, Diamond Ordnance Fuze Labs., Washington, D. C.

"Ferrite-Tuned Resonant Cavities" by C. E. Fay, Bell Telephone Laboratories

"Ferrite Tunable Microwave Cavities and the Introduction of a New Reflectionless Tunable Microwave Filter" by Conrad E. Nelson, Hughes Aircraft Co.

"Permeability Tensor Values from Waveguide Measurements" by E. B. Mullen, G. E., Syracuse

"A New Ferrite Isolator" by B. N. Enander, RCA Labs.

"Ferrite Directional Couplers" by A. D. Berk and E. Strumwasser, Hughes Aircraft Co.

"Intrinsic Tensor Permeabilities on Ferrite Rods, Spheres, and Disks" by E. G. Spencer, L. A. Ault, R. C. LeCraw, Diamond Ordnance Fuze Labs., Washington, D. C.

"Magnetic Tuning of Resonant Cavities and Wideband Frequency Modulation of Klystrons" by G. Jones, J. C. Cacheris, C. Morrison, Diamond Ordnance Fuze Labs.

"Microwave Resonance Relations in Anisotropic Single Crystal Ferrites" by J. O. Ortman, Harvard Univ.

"Anomolous Propagation in Ferrite Loaded Waveguide" by H. Seidel, Bell Telephone Laboratories

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☐ Enclosed is company purchase order for the October, 1956 issue on FERRITES.

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Address____________________
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All IRE members will receive this October issue as usual.
Extra copies to members, $1.25 each (only one to a member).

Memo from
Bernard C. Barth

FYI—
WNDU-TV, the quality station, offers these top-rated local programs daily in the South Bend-Elkhart Market—

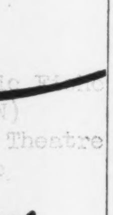
4:30 My Little Margie
5:00 Li'l Rascals
5:50 Take Ten
6:00 Texas Rangers

For these choice availabilities, call Petry & Co. To-day!

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46



this same disparity in power is revealed by our investigation of charges that networks require sponsors to use network-owned programs. The gist of these complaints is that the networks tie sales of television network time to sales of network-owned or controlled shows—in other words, that certain networks sometimes offer desirable time slots usually called "prime time," which is 7:30 to 10:30 in the evening, to sponsors only on condition these sponsors use shows in which the networks own an interest.

This investigation of asserted television network control over shows and talent began more than two years ago. We first interviewed officers of certain networks and obtained a sampling of data from them. Soon after we decided to interview scores of persons who, though independent of the networks, might nonetheless have pertinent information regarding network practices.

This inquiry proved too formidable for the small staff of antitrust division attorneys. Accordingly, in March 1956, the resources of the Federal Bureau of Investigation were enlisted. And agents of the Bureau, acting in cooperation with the antitrust attorneys, then began a broad general inquiry into network practices relating to sales of network time and shows.

Functional elements on every level of the television industry were contacted. These included advertising agencies, television program producers and distributors, both live and film. Station representatives, network officials and sponsors.

What The Probe Embraces

As a result, this investigation now spans every relevant facet of network operations. Thus, it embraces (1) the pricing of shows, both network and independent; (2) discounts; (3) rebates; (4) program rejections; (5) kinescoping; (6) production facilities, both live and film; (7) demand for and supply of network time; (8) the percentage of prime network time occupied by network-owned or controlled shows; (9) scenery and set production, and finally (10) long-term contractual arrangements by networks with talent, actors, producers and directors.

Mr. Maletz: Judge Hansen, I take it that you are investigating the price of shows, both independent and network, to determine whether the network charges advertisers a higher price for a show in which the network has an interest than an independent producer. Is that correct?

Mr. Hansen: That is one element.

Mr. Maletz: Now, is it correct that each of the networks has a published rate card under which discounts are granted to advertisers, depending upon the volume of time used?

Mr. Hansen: That is my understanding.

Mr. Maletz: Have complaints been received by the antitrust division indicating that in addition to this networks are granting rebates to certain favored advertisers?

Mr. Hansen: We have had such complaints.

Chairman Celler: That is, for example, take two certain companies and they want to use the same amount of time over the same station, one company would get a favored rate as against the other?

Mr. Hansen: It is a complaint. I can not answer that that is a fact.

Mr. Keating: Well, we are taking evidence on that very subject, are we not, on both sides?

Mr. Maletz: Yes, sir.

Mr. Keating: We are going to hear both the complainants, alleged complainants, and also the networks.

Mr. Maletz: We have not any witnesses from them.

Chairman Celler: May I ask you this, Judge: Would discriminations of that sort, that is discriminations as to service—I presume that the facilities that are used of a chain broadcasting company are deemed a service—would not that come within the purview of the Robinson-Patman Act?

Mr. Hansen: I think it may.

Chairman Celler: Would you care to comment on that a little bit? In other words, the Robinson-Patman Act would cover not only commodities but services as well?

Mr. Hansen: All I can say, it might. I would like to ask Mr. Bicks to comment on that, please.

Mr. Keating: The sale of the show itself might be a commodity, is that it? I do not think the word "services" is used in the Robinson-Patman Act.

Mr. Bicks: No, it is not. I do not believe the cases thus far decided under the Robinson-Patman Act did preclude any proceeding involving the practice used as described as to whether it would or not. If you would like a prediction as to whether a court will agree with the argument that a show is a commodity, I think the likelihood is it would be made.

Chairman Celler: If there is any doubt, don't you think that the law should be tightened in some way?

Mr. Bicks: Well, the entire question, of course, is the scope of the Robinson-Patman Act, which is primarily in the jurisdiction of the Federal Trade Commission, and I would rather get their judgment on whether a television show could be considered a commodity for the purposes of the Act. All I would say is that I think the answer is likely enough to be "Yes." If we found the sort of discrimination you describe the suit would not be precluded.

Chairman Celler: Is the FTC investigating this, do you know?

Mr. Bicks: Well, the FTC has pending nine complaints at this time involving the three networks. Only one of the networks is involved in its capacity as a television producer. The named respondents are the advertisers themselves. This sort of discrimination is involved. I think we will know a lot more about the answer to your question after that proceeding.

Mr. Maletz: Mr. Bicks, what is the nature of the cases pending before the FTC? Would you particularize?

Mr. Bicks: I would prefer that you ask the FTC. As I understand, they involved a discrimination allegedly granted to certain large advertisers.

Mr. Maletz: Judge Hansen, my next question is this: Is it correct that your investigation embraces program rejections in order to determine whether the networks are in certain instances rejecting programs in which the networks do not have an interest?

Mr. Hansen: Yes, that is the general scope of the inquiry. Also we are interested in knowing whether these rejections of programs are made because the network itself has a program in

WHLS

MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

Port Huron's community station

Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

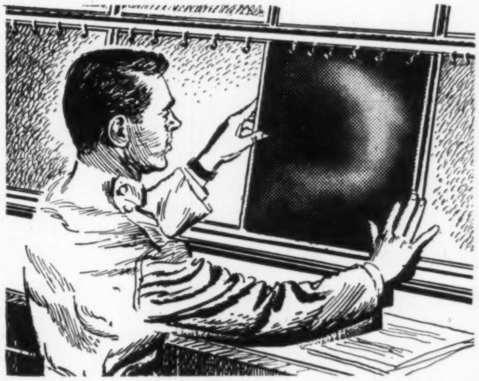
NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"Stomach" Ulcer

According to recent conservative estimates, about half a million people in our country today have ulcers of the digestive system in an active form. This includes both ulcers of the *stomach* and ulcers of the *duodenum*—that part of the small intestine into which the stomach empties.

There is evidence that this disease is increasing, especially among those from 30 to 50 years of age.

Medical science can now offer greater hope than ever before to those who have this condition. Many cases can be cured completely, and others can be controlled.



This has been made possible largely by increased knowledge of the disease—particularly of the part that the emotions play in causing ulcers. There has also been great improvement in methods of diagnosis and treatment.

An ulcer is essentially an irritated or inflamed area in the lining of the stomach or duodenum. Although the *exact* cause is unknown, there are several factors which may be responsible for its onset.

Constant abuse of the stomach through eating hurried, irregular meals—or eating food that is too highly seasoned, or too hot or too cold—may lead to an ulcer.

Prolonged emotional tension, accompanied by *excessive* secretion of the acid digestive juices formed by the stomach, is also believed by many authorities to be an important factor in the development of this digestive ailment.

As the ulcer develops, pain, an unnatural feeling of hunger, so-called "heartburn" and "indigestion," or other digestive complaints usually occur.

Through improved X-ray techniques and other diagnostic aids, the doctor can almost always determine the size and location of an ulcer. If the condition is detected, he will recommend prompt treatment, as an ulcer may quickly undermine general health by interfering with the body's nutritive processes.

Fortunately, in many cases, ulcers can be treated successfully by appropriate dietary measures. Specialists say that the patient must also readjust his daily life so as to reduce mental and emotional strain.

In addition, new drugs are proving helpful. Cases that do not respond to either drug or diet therapy are often benefited by surgery.

As a safeguard against ulcers and other diseases of the digestive system, doctors urge everyone to seek immediate medical attention whenever persistent discomfort occurs in the region of the stomach.

With prompt medical care, many persons with ulcers and other digestive disorders recover completely and lead normal, healthy lives.

COPYRIGHT 1956—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.

which it would have an ownership and thereby would derive some profit from it.

Mr. Maletz: Now, with respect to your investigation of scenery and set production, I take it that that investigation is based on complaints by certain studios that the networks insist in certain cases that scenery and set production be procured direct from the network rather than from a company competing with the network, is that correct, sir?

Mr. Hansen: Yes. We have had such complaints. That was referred to us, Mr. Bicks informs me, by the Magnuson Committee.

Mr. Maletz: What is the investigation of kinescoping and production facilities designed to embrace?

Mr. Hansen: As to whether or not the networks that kinescope a production will make it available to an independent station or on what basis they make it available to an affiliated station as opposed to an independent station, and so forth.

Mr. Maletz: And what is the investigation of production facilities designed to embrace?

Mr. Hansen: We have had complaints that the networks are moving into every facility that is used in the production of television shows and if they have their own production facilities they are requiring that they be used rather than an independent using his own facilities, and so forth.

Mr. Hansen (continuing): Integral to our broad inquiry is investigation of long-term talent contracts. Underscoring its relevance is the tale of prior Government action against restraints on radio talent. In 1941, the FCC promulgated its Chain Broadcasting Regulations for radio. The networks promptly sued the Commission to enjoin their enforcement. While this action was pending, in December 1941, this department brought suits against the same networks, alleging conspiracies in restraint of trade and attempts to monopolize interstate commerce in radio broadcasting, electrical transcriptions and talent.

Thus, our complaints alleged that the networks were "insisting that the advertisers and advertising agencies using time on defendants' networks likewise use the services of talent under contract to defendants."

In May 1943, the Supreme Court upheld the authority of the Commission to promulgate the regulations. Soon after, on Oct. 18, 1943, the Government moved to dismiss its antitrust complaints, for both networks had sold their artists bureaus and now the Commission apparently had power to regulate any re-acquisition. Against this background, we inquire whether the networks presently insist in television as they allegedly did in radio, that advertisers use network shows in which network talent appears as a condition to the purchase of choice network broadcast time. Conversely, do networks seek to bar talent from their competitors' stage?

Mr. Keating: Because they do not have artists' bureaus relating to television, is that right?

Chairman Celler: I think this goes beyond that.

Mr. Hansen: I can not answer whether they have artists' bureaus for television, but I am informed that they do not have.

Mr. Keating: These artists' bureaus relate only to radio, is that right?

Mr. Hansen: That is my understanding from the assistance that I have received here, but I do not know of my own personal knowledge whether that is true.

Chairman Celler: But I presume you are pursuing the matter as to whether or not networks presently have the same artists' bureaus that they had in radio for use of advertisers who use network shows, in which network talent appears as a condition to the purchase of choice network broadcast time?

Mr. Hansen: That is correct.

Chairman Celler: If you find that that is so, does that mean a suit will follow?

A Suit Would Follow

Mr. Hansen: I would want to analyze all the facts, but if that is true I think it is a violation of the antitrust laws and a suit would follow.

Mr. Keating: When they disposed of their artists' bureaus and sold out that interest, the purchaser was entirely divorced from the networks at that time, was it not?

Mr. Hansen: That is correct. My understanding is now that the networks own or have interests in shows. That is what we are investigating.

Next we turn to network times sales to advertisers: Corollary to this inquiry into network television show production practices is our recently instituted investigation of network time sales to advertisers. This inquiry aims to determine whether the procedures by which the networks distribute product—in other words, the methods by which they sell broadcast time on their own and their affiliated television stations —violate the antitrust laws.

One practice employed by all three networks is the so-called "must buy" policy. This policy requires the advertiser, if he desires to use the network at all, to purchase broadcasting time on a large number of television stations. This "package" procedure varies somewhat between networks.

Thus, CBS requires a network sponsor to advertise on all four of the television stations it owns, plus 51 designated affiliated stations. The minimum time rate for an evening hour on the CBS network exceeds $70,000.

Mr. Keating: Is that what they charge for political broadcasts?

Mr. Hansen: I think that is the rate; I have never purchased any.

Similarly, NBC requires the advertiser to buy time——

Mr. Keating: This is just for time?

Mr. Hansen: Correct.

Mr. Keating: In addition to that you have all of the production costs?

Mr. Hansen: That is correct.

Similarly, NBC requires the advertiser to buy time on its own six television stations, plus 51 designated affiliates during morning or afternoon hours; and during prime evening hours the advertiser, to obtain normal discounts, must also purchase time on 43 additional affiliates, for a total of 90 stations.

As a result, such package's minimum cost of an evening hour on NBC is approximately $90,000.

Mr. Maletz: Mr. Hansen, isn't it correct that the production cost will be more than the time charge? In other words, it may be in certain cases on the NBC network, for example, that the production cost for a show might run up to $100,000?

Mr. Hansen: I cannot answer that. I have heard of fabulous figures charged and apparently received, but I cannot answer that.

Mr. Keating: I am beginning to think this is a fabulous business.

Mr. Hansen: Well, coming from that section of the country where everything is in superlatives, I think it must be.

Finally, ABC's policy requires an advertiser to utilize all of the ABC-owned stations and such additional affiliated stations as will provide a minimum time charge of $50,000 per Class A evening hour.

Mr. Maletz: Judge Hansen, do you regard ABC's requirement as a "must buy" requirement?

Mr. Hansen: There are differences in it. I would want to study that.

The networks refer to the stations on the "must buy" list as "basic required" stations, "available only as a group."

The "must buy" policy relates to and derives support from the networks' control of their affiliates' prime telecasting time. This control stems from "time options."

"Option time" is industry shorthand for the contractual arrangements between a network and its affiliated stations by which the network has an option to require the stations to take network programs with certain exceptions, for a specified number of hours each day.

Since 1941 when the FCC promulgated its Chain Broadcasting Regulations, "option time" has been regulated. These regulations provide that television broadcasting stations may not option for network programs any time subject to call on less than 56 days' notice, or more time than the total of three hours within each of the four segments of the broadcast day, as follows:

8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.

Such options may not be exclusive as against

A new arrival
WCHB
It's a buy!

Opening October 1st . . .
Michigan's first station with
ALL NEGRO PROGRAMMING
by a complete, experienced staff
WCHB
500 WATTS 1440 KC
Represented by John E. Pearson

COMPLETELY COVERING DETROIT'S RICH
NEGRO MARKET
Bell Broadcasting Co. Inkster—Detroit

The Continental
Divide Station

other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or any other time, to other network organizations.

In addition, the regulations provide that broadcasters may not have any arrangement with a network which prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable, or which, in its opinion, are contrary to the public interest, or from substituting a program of outstanding local or national importance.

The FCC's Chain Broadcasting Regulations stem from the Commission's powers to regulate the operation of the stations it licenses to service the public interest under Title 3 of the Communications Act of 1934. The Commission has no such licensing power over networks and its rules are therefore necessarily directed against practices of the individual stations engaged in chain broadcasting or network ownership of stations.

Since the "must buy" arrangements are between the networks and the television advertisers, there is, I am informed, some question as to the Commission's authority to regulate these relationships. No such regulations presently exist, but the problem is under study by a special Network Study Group.

Mr. Keating: In other words, it may be necessary to amend the law in order to give such jurisdiction over the networks to the FCC?

Mr. Hansen: That is correct.

Mr. Maletz: Or, conversely, the Dept. of Justice may conclude that the "must buy" policy is illegal, and bring suit; is that correct?

Mr. Hansen: Correct.

To avoid unseemingly conflict between the antitrust division and the Network Study Group, before investigating networks' "must buy" policies we consulted that group's staff. The study director informed us, first, that his group was studying "option time" and "must buy" policies, and second, that they would not be handicapped by our investigation.

Against this background, we have launched an investigation of the effects of "must buy" upon advertisers and the television industry. As a first step, we have given careful consideration to the legal opinions submitted to the Senate Interstate & Foreign Commerce Committee by critics of the networks who contend that the "must buy" policy is illegal under the doctrines of *U. S.* v. *Griffith,* and *U. S.* v. *Paramount Pictures Inc.*

Conversely, we have studied with interest the several legal briefs submitted to the same Senate Committee by the networks defending this business practice as reasonable, necessary and unrestrictive. To aid our investigation, we plan later this month to request the FBI to obtain a wide variety of information concerning network procedures for selling time to advertisers. In the course of its inquiries, the FBI will interview numerous network officials, selected television station owners, and executives from representative television advertisers.

Bob Abramowitz

"—but KRIZ Phoenix says rock-and-roll isn't rug-cutting!"

Next we turn to the evidence thus far, legal issues it presents, and the path ahead.

A good beginning point, evidence thus far suggests, is the striking similarity between tv industry structure and that movie pattern condemned in Paramount. The court there held the eight defendants, acting in combination, had monopolized the movie exhibition business in first-run theaters via practices such as "block-booking," which violated the Sherman Act. Defendants in combination were found to possess not merely monopoly power over the price at which films were exhibited in theaters, but power based on theater control to deny rivals access to first-run theaters.

Now, compare, if you will, the Paramount defendants' power based on theater control with the networks' based on station control.

"The five majors in 1945," the Paramount court found, "had interests in somewhat over 17% of the theaters in the United States—3,137 out of 18,076."

Moreover, again in the language of the Supreme Court, "In the 92 cities of the country with populations over 100,000, at least 70% of all the first-run theaters are affiliated with one or more of the five majors."

Networks' control over the nation's tv stations dwarfs the majors' power over theaters condemned in Paramount. As of nine days ago, our evidence indicated there were 366 vhf television stations and 91 uhf stations—or a total of 457 commercial tv stations in this country. Of this 457, about 35 are independent stations with no network affiliation. From these statistics, it seems clear the networks own or are affiliated with more than 90% of the television stations in this country.

Moreover, as the report on "The Network Monopoly," prepared for the Senate Committee on Interstate & Foreign Commerce found, "NBC . . . includes 23% of the country's population within the service areas of its owned stations."

Similarly, the president of CBS conceded in his testimony before a Senate Subcommittee that CBS covers "approximately" 20% "of the population" with its owned stations. This same figure for ABC is slightly under 19%.

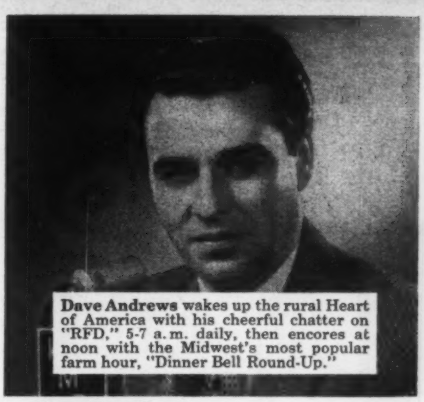
The question becomes, then, as the district court found in Paramount, do "these figures certainly indicate, when coupled with the strategic advantages of vertical integration, a power to exclude competition from these markets when desired?"

Most relevant to such questions of power and purpose, crucial to a Sec. 2 inquiry, are practices like "must buy." Beyond that, by themselves, they may violate Sherman Act Sec. 1.

Mr. Maletz: Do I understand this to mean that the Dept. of Justice takes the position that the "must buy" rule may, in and of itself, violate Sec. 1 of the Sherman Act?

Mr. Hansen: Correct. That is what we presently feel. We are looking into that to see that we have a basis for our position.

Thus, our investigation of network control over talent and program production, though not yet complete, suggests that the principal networks beyond doubt have power to dominate, if not control, major aspects of television. This power, it seems clear, spills over simple distribution of entertainment to engulf production of programs, building of scenery, and tie-ups of



Dave Andrews wakes up the rural Heart of America with his cheerful chatter on "RFD," 5-7 a.m. daily, then encores at noon with the Midwest's most popular farm hour, "Dinner Bell Round-Up."

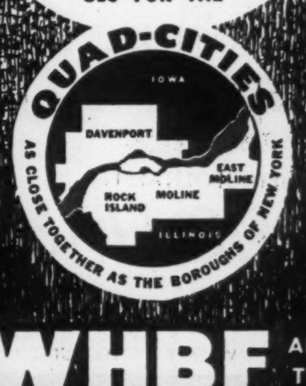
LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st in the Heart of America

In the
WHBF
coverage area are
1,102,500
people with
an EBI per capita of
$1627
They're able to spend 1 and ¾ billion
(S. M. Buying Power)
CBS FOR THE



WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

Remarkable
ROCKFORD
at the
TOP
in Illinois

In this great market only WROK reaches the whole audience with its broadcasts

of

Local Sports
Remote Coverage of Civic Events
U. of Illinois Football & Basketball

John Dixon Gen. Mgr. H - R Nat'l. Reps.

WROK No. 1 for over 30 years

IN AND AROUND
COLUMBUS, GEORGIA

CHANNEL 4 CBS ABC
WRBL-TV

PREFERRED VIEWING*

11-COUNTY AREA - NOV. '55
402 of 404

METROPOLITAN FEB. '56
298 of 416

* COMPETITIVE QUARTER HOURS
WEEKLY TELEPULSE

CALL HOLLINGBERY CO.

talent. Against this background our inquiry now focuses on whether that power has been, or will likely be, used to exclude competition.

Apart from these Sec. 2 aspects, we question further whether in violation of Sherman Act Sec. 1, networks in fact "tie" sales of network time to use of shows in which networks own an interest or control.

Mr. Maletz: If you conclude that they do, will suit follow?

Mr. Hansen: If we find violations of the Sherman Antitrust Act, if we feel that there is evidence to support it, we do bring suits and it is our policy to do so.

Mr. Maletz: Now, if no other relief will suffice, will the Dept. of Justice demand divestiture?

Mr. Hansen: The "relief" factor is one of the most difficult decisions to be made in an antitrust case, and frequently divestiture is the only relief that will suffice. We have never hesitated to ask for divestiture if that is the only relief that would afford the necessary relief.

Mr. Maletz: Well, am I correct, then, in understanding that the Dept. of Justice would take the position that if no other relief would suffice, in the event it concludes that there are violations of the antitrust laws, the Dept. of Justice would seek a court order requiring separation between networks and network-owned stations?

Mr. Hansen: Well, that is our policy, yes.

Mr. Maletz: Would the Dept. of Justice also take the position that it might, in the event these other considerations occur, ask the courts to require the network to divorce itself of its production facilities?

Mr. Hansen: It well could.

Beyond questions of network "tie-ins," our inquiry to date indicates that the "must buy" policy may—I emphasize may—tend to coerce advertisers into the purchase of network television time on stations which they do not want.

"Must buy," as I suggested, relates closely to "option time." There is reason to believe that television advertisters accept the network-picked package of tv stations because of the networks' control, via "time options," of prime telecasting time.

Appraisal of network practices' impact upon tv advertising requires examination, among other things, of the alternatives to network advertising, if any, that are available. Statistics indicate that television advertisers spend considerable money each year on both national spot and local television advertising. In the aggregate these two alternative forms of advertising expenditures account for more than half the advertising expenditures for television time sales. However, this need not mean, of course, that these forms of television advertising are equivalent to or provide satisfactory substitutes.

In addition, "must buy" may—again I emphasize "may"—unduly restrict the chance of the independent tv station competing with the network affiliate to sell his time to an advertiser already tied to the network affiliate. This power offers opportunity for special abuses in cities or towns having only one or two vhf television stations. There a network is obviously tempted to use the dominant position its affiliates may hold to force the sale of time on affiliated stations in more competitive cities via "must buy."

Against this background, we plan to press our scrutiny of time-selling procedures to determine whether they constitute restraints upon affiliated and independent television stations. For example, our present information indicates that the networks, together with their wholly-owned stations, retain more than half of the total gross time charges paid by an advertiser for television time. Consequently, despite the very high cost of network time to an advertiser—from a minimum of $50,000 on the ABC network for a Class A hour to about $90,000 for a prime evening hour on the NBC network—the affiliated television stations broadcasting the network program receive only a small part of the advertiser's expenditure. Moreover, each network fixes time rates charged, not only by its owned and operated television stations, but also by all its affiliated stations for those time periods which are sold to network advertisers. Our preliminary investigation aims to get facts to determine whether this constitutes illegal price-fixing.

Finally, we know that networks are tending toward dominance in program production. For example, the CBS network, based on figures it supplied, produced in whole or in part half the programs shown on CBS. Such dominance may be buttressed by arrangements between the networks and AT&T for lease of coaxial cables or microwave relays connecting affiliated stations, which make it difficult for any other than existing networks to transmit live programs. Since these factors give additional leverage to the networks' "must buy" policy, they, too, we now scrutinize.

My judgment as to whether these or other practices transgress the antitrust laws must, of course, await completion of our investigations. These investigations, let me assure this committee, our division now presses with utmost vigor. If we were to do less, we would be remiss in fulfilling our obligations—jointly shared with the FCC—to see that access to a medium of communication as influential as television is limited only by the public interest and . . . phenomena that make broadcasting possible.

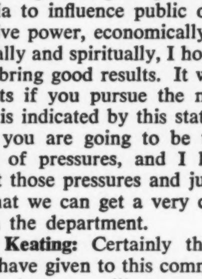
Chairman Celler: Judge Hansen, I want to compliment you on this very comprehensive and very forceful statement, and when one considers the overpowering magnitude of the television media to influence public opinion and its persuasive power, economically and culturally and morally and spiritually, I hope that your inquiry will bring good results. It will only bring good results if you pursue the matter with a vigor that is indicated by this statement. I warn you that you are going to be the recipient of all kind of pressures, and I hope that you will resist those pressures and judge this objectively so that we can get a very constructive opinion from the department.

Mr. Keating: Certainly the statement which you have given to this committee makes it very clear that you will pursue with vigor the enforcement of the antitrust laws in the Dept. of Justice. Some doubt has been expressed in some quarters from time to time about it, and it is very clear to me and those who are particularly interested in the enforcement of those laws, as this committee is, and we have no fear about your vigorous pursuit of that objective.

Mr. Rodino: May I ask you, Judge Hansen, whether or not you would be able to estimate just how long it will take before your investigation is concluded?

1-2 sales punch

in WESTERN MONTANA



GILL-PERNA, reps.

MISSOULA, MONTANA

Mr. Hansen: I would like to get some assistance on that. Well, it is broken down in parts. On the Westinghouse matter, I would say we would have an answer by the end of the year. On the overall program, Mr. Kramer tells me he feels it will require from one to two years to complete.

Mr. Rodino: And within that period of time, notwithstanding the fact that you make a pretty strong statement about the suggestion that you find of the striking similarity between the tv structure and the motion picture industry, and the fact that the Paramount case did find a monopoly practice, nonetheless this condition would continue to exist and nothing can be done, you have no recommendations of any sort?

Mr. Hansen: Mr. Kramer just tells me that the investigation basis which led to the final decision of the Paramount case took approximately 10 years. I have no desire to delay this, I can assure you. We are going to push it as fast as we can. We have a number of matters there and frankly we are limited in the amount of personnel to do the job necessary.

Mr. Rodino: All I can suggest to you, Judge, is that if there is any help we can give you in any way of suggestions to the committees of Congress that will help you in getting adequate personnel, I think there would be sufficient interest and concern to the American public, no matter which way it turns, whether or not you find conclusively that there may be no monopoly or you find that there is, that the question be resolved because I think that otherwise grave and irreparable harm is going to be done if it is not.

Chairman Celler: I would like to make this further observation: It is hoped that voluntarily those involved in these criticisms, against whom the criticisms are leveled, will voluntarily endeavor, with the help of the FCC and the Dept. of Justice, and I might say with the help of this committee, to offer to make certain changes, constructive changes, consistent with their own successful operation and consonant with the public interest, so that in such cases long litigation might be avoided.

I am sure that the FCC could, within a space far short of even one or two years, solve this matter, solve it not only for the chains but for the public; they have the power. If these broadcasting-telecasting rules can be appropriately modified with the cooperation of the chains themselves, I am sure a great deal of difficulty, a great deal of time need not be wasted, and the difficulties might be resolved. It strikes me that that approach would be a far better approach than to have all the time and money expended by your department in these long and difficult investigations.

Mr. Keating: These networks are represented by distinguished counsel, and I have no doubt that they are aware of what is going on and would, I think, be advising the networks about the changes.

Mr. Hansen: In my short experience I have found that quite frequently when an industry or a segment of an industry has had its attention invited to a violation, they have consented to a correction, and as a result we have a very active consent decree program in the Dept. of Justice.

Mr. Rodino: Well, I am hopeful, too, that the television industry and those who direct this vast industry are sufficiently concerned about the public and the public interest, that they may themselves, as the Chairman has expressed it, voluntarily bring about, if they have sufficient confidence in the suggestions already made here, and the suggestions that will be forthcoming, that there may be a monopoly tendency.

LATEST EDITION • LATEST FACILITIES • LATEST LOCATIONS

42 X 29

WALL MAP OF

* TELECASTING

UNITED STATES • POSSESSIONS • CANADA

Showing tv network routes (coaxial cable) . . . color and monochrome available to cities on these routes . . . routes equipped for monochrome only . . . planned routes . . . cities with telecasting facilities . . . one station . . . two stations . . . three stations . . . four or more stations.

Handsomely lithographed on stock suitable for framing as an office decoration . . . as a useful working tool . . . graphically brings all this information up to date . . . listing tv stations on the air as of July 2, 1956.

SINGLE MAP

$1

Mailed anywhere in U. S. postage pre-paid

5—$4.50 25—$20.00
10— 8.50 50— 37.50
100—$70.00

* BROADCASTING • TELECASTING
1735 DeSales Street, N. W., Washington 6, D. C.

Send..........TV MAPS to:

____

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$........enclosed ☐ Please bill

WGR-TV
CHANNEL
2
BUFFALO

Voted **BUFFALO'S FAVORITES—**

Time After Time

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

"According to the Record"

Continuities for October

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

October's *"According to the Record"* includes stories about the First New York Subway, Princess Margaret, Henry Wadsworth Longfellow, Admiral Byrd and other significant and entertaining highlights and sidelights of the years past.

BMI's *"According to the Record"* package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications

(As Compiled by B • T)

September 13 through September 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Sept. 19

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,906	3,057	157	286	133
Fm	522	547	34	8	1

FCC Commercial Station Authorizations

As of August 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,885	515	200
Cps on air	54	10	307
Cps not on air	112	20	113
Total authorized	3,051	545	620
Applications in hearing	185	1	123
New station requests	268	9	49
New station bids in hearing	127	0	72
Facilities change requests	157	4	28
Total applications pending	923	74	326
Licenses deleted in August	1	6	0
Cps deleted in August	1	0	0

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Sept. 19

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	368	90	458[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	332	314	646[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,019	337	798	558	1,357[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,080	337	832	585	1,418[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 690 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Victoria, Tex.—Alkek Television Co. and **Victoria Television Co.** designated for consolidated hearing on applications for new tv to operate on ch. 19. Announced Sept. 19.

APPLICATIONS

Augusta, Me.—Pine Tree Bcstg. Corp., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 770 ft., above ground 707 ft. Post office address % Richard S. Robie, Park Square, Boston, Mass. Studio location Wilmington, Me. Trans. location Beedle Rd., 2.3 miles west of Hwy. #12, six miles south of Gardiner, Me. Geographic coordinates 44° 08′ 50″ N. Lat., 69° 48′ 43″ W. Long. Trans. and ant. GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner **Richard S. Robie,** business interests, is .59% owner of Massachusetts Bay Telecasters Inc., applicant for Boston ch. 5. Filed Sept. 19.

Detroit, Mich.—Plaza Radio & Tv Co., uhf ch. 62 (758-764 mc); ERP 252.68 kw vis., 126.974 kw aur.; ant. height above average terrain 407.75 ft., above ground 433.75 ft. Estimated construction cost $371,539, first year operating cost $264,000, revenue $300,000. Post office address 551 Fifth Ave., New York, N. Y. Studio location Detroit. Trans. location southeast corner of 10 Mile Rd. and Ryan Rd. Geographic coordinates 42° 28′ 28.5″ N. Lat., 83° 03′ 53.4″ W. Long. Trans. and ant. GE. Legal counsel Phillip M. Baker, Washington. Consulting engineer John H. Mullaney, Washington. Principals include **Alex Rosenman** (50%), former minority stockholder of **WCAN-AM-TV Milwaukee, Wis.,** and present owner of station representative firm in N. Y.; **Eliot Hyman** (25%), former owner of Associated Films, motion picture-tv film production firm, and **David M. Harris** (25%), photography interests. Filed Sept. 17.

Elko, Nev.—Elko Bcstg. Co., vhf ch. 10 (192-198 mc); ERP .451 kw vis., .225 kw aur.; ant. height above average terrain —335 ft., above ground 220 ft. Estimated construction cost $50,494, first year operating cost $84,000, revenue $85,000. Post office address P. O. Box 790, Elko. Studio location one mile east of Elko on U. S. Hwy. #40. Trans. location same as studio. Geographic coordinates 40° 51′ 00″ N. Lat., 115° 44′ 30″ W. Long. Trans. and ant. Gates. Consulting engineer Gautney & Jones, Washington. Elko Bcstg. Co. is licensee of **KELK Elko.** Filed Sept. 19.

Allocations . . .

ACTION BY FCC

Canadian-USA Television Agreement—Pursuant to exchange of correspondence between Department of Transport of Canada and FCC, Table A of Canadian-USA Tv Agreement has been amended to add ch. 5 plus at Pembroke, Ont., and ch. 7 even at New Glasgow, Nova Scotia. In adding ch. 5 plus at Pembroke, Canadian Government has agreed that trans. sites of any tv station authorized to operate pursuant to this assignment shall not be located less than 190 miles from Lake Placid, N. Y., nor less than 170 miles from Rochester, N. Y. Announced Sept. 19.

PETITIONS

WBRE-TV Wilkes-Barre, Pa.—Requests assignment of ch. 56 to Binghamton, N. Y., and deletion of same in Cortland, N. Y.; also assignment of ch. 72 to Cortland in lieu of ch. 56. WBRE-TV operates on ch. 28. Announced Sept. 14.

WLAC-TV Old Hickory, Tenn.—Requests reassignment of ch. 5 to Nashville, Tenn., instead of to Old Hickory; also requests that Commission issue order to show cause why WLAC-TV's outstanding license should not be modified to specify operation at Nashville in lieu of Old Hickory. Announced Sept. 14.

Longview, Tex.—Gregg Television Inc. requests deletion of ch. 2, reserved for noncommercial, educational purposes at Denton, Tex., and reallocation of said ch. 2 to Longview for commercial operation; also coincident allocation of ch. 71 to Denton for noncommercial, educational operation should it be deemed needed in public interest. Announced Sept. 14.

The Continental Divide Station

Existing Tv Stations . . .

ACTIONS BY FCC

WSYE-TV Elmira, N. Y.—Granted STA to operate commercially on ch. 18 to March 6, 1957. Announced Sept. 18.

KSIX-TV Corpus Christi, Tex.—Granted STA to operate commercially on ch. 10 to March 11, 1957. Announced Sept. 18.

CALL LETTERS ASSIGNED

WHCT (TV) Hartford, Conn.—CBS, ch. 18. Changed from WGTH-TV.

WFGA-TV Jacksonville, Fla.—Florida-Georgia Television Co., ch. 12.

KDHS (TV) Aberdeen, S. D.—Aberdeen Television Co., ch. 9.

WATE (TV) Knoxville, Tenn.—Greater East Tennessee Television Inc., ch. 6.

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks mod. of cp (which authorized new tv) to change ERP to 62.6 kw vis., 31.3 kw aur., and make minor equipment changes. Filed Sept. 13.

KROC-TV Rochester, Minn.—Seeks cp to make changes in facilities of existing tv; change ERP to 316 kw vis., 190 kw aur., and make minor equipment changes. Filed Sept. 17.

KCTE-TV St. Paul, Minn.—Seeks mod. of cp (which authorized new tv) to change ERP to 100 kw vis., 50 kw aur., and make other equipment changes. Filed Sept. 19.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp (which authorized new tv) to install DA system. Filed Sept. 18.

WATE (TV) Knoxville, Tenn.—Seeks mod. of license to change corporate name from Greater East Tennessee Tv Inc. to WATE Inc. Filed Sept. 17.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp (which authorized new tv) to change aur. ERP to 200 kw; change studio location to 25 Fourth Ave., Huntington, W. Va.; change trans. location to Barker's Ridge Rd., about 14 miles northeast of center of Huntington; install new ant. system, and make other equipment changes. Filed Sept. 13.

APPLICATION AMENDED

WEAU-TV Eau Claire, Wis.—Amended to change ERP to 310 kw vis., 155 kw aur., and make ant. and other eqquipment changes. Amended Sept. 18.

New Am Stations . . .

ACTIONS BY FCC

Sanford, Fla.—Sanford Bcstg. Co. granted 1360 kc. 500 w D. Post office address 101 Moonlit Ave., Portsmouth, Va. Estimated construction cost $7,900, first year operating cost $40,000, revenue $45,000. Equal partners are **Jack Siegel, 16.66%** owner **WLOW Portsmouth, Va.,** and director of **WMFJ Daytona Beach, Fla.,** and **WALT Tampa, Fla.,** and **Robert Wasdon,** 16.66% owner of WLOW and director of WFMJ and WALT. Announced Sept. 19.

Douglas, Ga.—Fernandina Beach Broadcasters' application seeking cp for new am to operate on 1480 kc, 500 w D, returned. (Notarized wrong.) Action Sept. 17.

Scottsville, Ky.—State Line Bcstg. Co.'s application seeking cp for new am to operate on 1250 kc, 1 kw D, returned. (Incomplete.) Action Sept. 17.

Winona, Minn.—Winona Bcstg. Co. is being advised that application for new am to operate on 1570 kc, 1 kw D, indicates necessity of hearing. Announced Sept. 19.

Odessa, Tex.—Mid-Cities Bcstg. Co. granted 1310 kc, 500 w D. Post office address 1801 Del Rancho Dr., Irving, Tex. Estimated construction cost $9,051, first year operating cost $24,000, revenue $30,000. Principals are equal partners **E. L. Roskelley,** former day news editor, **KLIF Dallas, Tex.,** and presently private producer, and **L. J. Roskelley,** milk products firm employe. Announced Sept. 19.

Oren, Utah—Valley Bcstg. Co.'s application seeking cp for new am to operate on 630 kc, 1 kw D, dismissed at request of attorney. Action Sept. 17.

Tasley, Va.—Accomack-Northampton Bcstg. Co.'s application seeking cp for new am to operate on 1330 kc, 500 w D, returned. (Re applicant name.) Action Sept. 17.

APPLICATIONS

Tucson, Ariz.—Associated Broadcasters of Tucson, 790 kc, 1 kw D. Post office address % Joseph Brenner, 321 S. Beverly Dr., Beverly Hills, Calif. Estimated construction cost $27,200, first year operating cost $61,704, revenue $69,087. Principals are equal partners **David Drubeck,** former employe at **KFMV (FM) Los Angeles,** and **Barnet Sorkin,** orchestra leader. Filed Sept. 13.

Colorado Springs, Colo.—Western Bcstg. Co., 1580 kc, 500 w D. Post office address Box 1319, Lubbock, Tex. Estimated construction cost $34,200, first year operating cost $60,000, revenue $65,000. Principals are equal partners **David P. Pinkston** (50%), general manager at **KDAV Lubbock,** and **Leroy Elmore,** 30% owner of KDAV. Filed Sept. 19.

Avon Park, Fla.—Paramount Bcstg. Co., 1390 kc, 1 kw D. Post office address Box 989. Estimated construction cost $18,880, first year operating cost $24,500, revenue $36,000. Applicant is licensee of **WMRB Greenville, S. C.** Filed Sept. 19.

Murfreesboro, N. C.—Agricultural Bcstg. Service, 1430 kc, 1 kw D. Post office address P. O. Box 626, Suffolk, Va. Estimated construction cost $12,768, first year operating cost $35,000, revenue $40,000. Sole owner **Fred L. Hart** is 18.8% owner of **WLPM Suffolk,** owns 8% of **WGNI Wilmington, N. C., and** is director of **WFTC Kinston, N. C.** Filed Sept. 18.

Union City, Pa.—Northern Allegheny Bcstg. Co., 1430 kc, 500 w D. Post office address 310 Second Ave., Warren, Pa. Estimated construction cost $6,445, first year operating cost $30,000, revenue $36,000. Northern Allegheny is licensee of **WNAE-WRRN (FM) Warren,** and **WADP Kane, Pa.** Filed Sept. 18.

Martin, Tenn.—Weakley County Press Bcstg. Co., 1360 kc, 500 w D. Post office address P. O. Box 470. Estimated construction cost $19,356, first year operating cost $33,252, revenue $37,440. Principals are equal partners **James W. R. White** and his wife **Mrs. Nell B. White,** newspaper interests. Filed Sept. 19.

Diboll, Tex.—Arthur Temple Jr., 1260 kc, 1 kw D. Post office address Diboll. Estimated construction cost $13,265, first year operating cost $36,000, revenue $48,000. Mr. Temple holds business interests. Filed Sept. 13.

Livingston, Tex.—Polk County Bcstg. Co., 1220 kc, 250 w D. Post office address 3111 Fern St., Pasadena, Tex. Estimated construction cost $11,413, first year operating cost $26,000, revenue $30,000. Principals include **Harold J. Haley** (45%), business interests; **Robert M. Sutton** (45%), employe at **KTRK-TV Houston, Tex.,** and **Donald L. Gulihur** (5%), engineer at **KTRK (TV)-KTRH Houston.** Filed Sept. 19.

Honolulu, Hawaii—Kaiser Hawaiian Village Radio Inc., 1040 kc, 5 kw unl. Post office address % William Marks, 1924 Broadway, Oakland 12, Calif. Estimated construction cost $42,800, first year operating cost $50,000, revenue $100,000. Principals are industrialist **Henry J. Kaiser** (50%) and **Hal Lewis** (50%), owner of Hal Lewis Assoc., Honolulu, station representative firm, and disc jockey on **KGU Honolulu.** Filed Sept. 17.

APPLICATIONS RESUBMITTED

Phoenix, Ariz.—Grand Canyon Broadcasters Inc. resubmits application seeking cp for new am to operate on 1540 kc, 1 kw D. Resubmitted Sept. 13.

Punta Gorda, Fla.—Deep South Radioways resubmits application seeking cp for new am to operate on 1340 kc, 250 w specified hours. Resubmitted Sept. 19.

APPLICATION AMENDED

Tulare, Calif.—SanVal Broadcasters' application seeking cp for new am to operate on 1370 kc, 1 kw D, amended to change ant.-trans. location to northeast corner of Edwin & Hospital Rds., Tulare, and make change in ant. system. Amended Sept. 13.

Existing Am Stations . . .

ACTIONS BY FCC

WEBJ Brewton, Ala.—Granted change of operation on 1240 kc, 250, from unl. to specified hours. Announced Sept. 19.

KRKS Ridgecrest, Calif.—Granted mod. of cp to change trans. site to .3 mile west of presently authorized site, and adopted letter to **KDOO Ridgecrest,** dismissing its petition to designate KRKS application for hearing. Announced Sept. 19.

WMRY New Orleans, La.—Granted cp to change trans. location and make changes in ant. system. Announced Sept. 18.

WISK South St. Paul, Minn.—Is being advised

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that application for change in operation from 1590 kc, 5 kw D, to 630 kc, 1 kw, DA-D, at St. Paul, indicates necessity of hearing. Announced Sept. 19.

WNLA Indianola, Miss.—Granted change of operation on 1380 kc from 500 w D to 1 kw D; program tests not to be authorized until **WTUP Tupelo** begins program tests on another frequency, and license will not be issued until WTUP is licensed on another frequency. Announced Sept. 19.

WOW Omaha, Neb.—Granted cp to erect new ant.. (increase height). Announced Sept. 18.

WVET Rochester, N. Y.—Granted authority to transmit football games from Aquinas Stadium, Rochester, to **CKCR Kitchener, Ont.** Announced Sept. 18.

WLOK Memphis, Tenn.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1480 kc, D; station to assume responsibility for installation and initial adjustment of any equipment that may be required to prevent reradiation or cross-modulation resulting from interaction between **WLOK** and **WHHM Memphis.** Announced Sept. 19.

WAPC Waupaca, Wis.—Application, seeking mod. of cp (which authorized new tv) for extension of completion date, returned, cp forfeited and call letters of station deleted. Action Sept. 17.

CALL LETTERS ASSIGNED

KBEE Modesto, Calif.—McClatchy Bcstg. Co., 970 kc, 1 kw. Changed from KBOX.

KDES Palm Springs, Calif.—George E. Cameron Jr. Changed from KGEC

WKIT Mineola, N. Y.—Keynote Bcstg. System, 1520 kc. 250 w. Changed from WKBS.

WATE Knoxville, Tenn.—Greater East Tennessee Television Inc., 620 kc, 5 kw. Changed from WROL.

APPLICATIONS

WRFC Athens, Ga.—Seeks cp to increase D power from 1 kw to 5 kw. Filed Sept. 17.

WFST Caribou, Me.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 17.

WSID Essex-Baltimore, Md.—Seeks mod. of license to change station location from Essex-Baltimore to Baltimore. Filed Sept. 19.

WWBG Bowling Green, Ohio—Seeks cp to increase power from 250 w to 1 kw. Filed Sept. 19.

KYNG Coos Bay, Ore.—Seeks mod. of cp (which authorized new am) to make changes in ant. system and to specify studio location and remote control point as 221 Broadway, Coos Bay. Filed Sept. 19.

WKBI St. Marys, Pa.—Seeks mod. of cp (which authorized changes in ant. system) to make other changes in ant. system. Filed Sept. 18.

WQOK Greenville, S. C.—Seeks cp to change from DA-2 to DA-N only. Filed Sept. 17.

KIHO Ware, S. D.—Seeks cp to change from employing DA-1 to DA-N only. Filed Sept. 13.

WROL Knoxville, Tenn.—Seeks mod. of license to change name of licensee to WATE Inc. Filed Sept. 19.

KSEW Sitka, Alaska—Seeks cp to change hours of operation from specified hours to unl. Filed Sept. 19.

APPLICATION RESUBMITTED

KHIL Fort Lupton, Colo.—Resubmits application seeking mod. of license to change station location from Fort Lupton to Brighton-Fort Lupton and establish second main studio in Brighton. Resubmitted April 19.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—Coast Radio Bcstg. Corp. granted 93.9 mc, 16.7 kw unl. Post office address % Radio Station KPOL, 4628 Wilshire Blvd., Los Angeles 5. Estimated construction cost $7,500, first year operating cost $1.200. Applicant operates **KPOL Los Angeles.** Announced Sept. 19.

APPLICATION

Paterson, N. J.—WPAT Inc., 93.1 mc, 20 kw unl. Post office address 66 Hamilton St., Paterson. Estimated construction cost $1,500, first year operating cost $20,500, revenue $3,000. Applicant is licensee of **WPAT Paterson.** Filed Sept. 17.

Existing Fm Stations . . .

ACTION BY FCC

WLOL-FM Minneapolis, Minn.—Granted mod. of cp to change ERP to 9.7 kw; change ant. height to 320 ft.; change trans. location, and make changes in ant. system. Announced Sept. 18.

CALL LETTERS ASSIGNED

KBEE-FM Modesto, Calif.—McClatchy Bcstg. Co., 103.3 mc, 277 kw. Changed from KBEE (FM).

WJBR (FM) Wilmington, Del.—John Beauchamp'Reynolds, 99.5 mc, 20 kw.

Ownership Changes . . .

ACTIONS BY FCC

WLBS Birmingham, Ala.—Granted involuntary transfer of control from **G. G. Puett Sr.,** deceased, to **Mrs. Faye N. Puett** and **Garnett G. Puett Jr.,** executors of estate of **G. G. Puett.** Mr. Puett was sole owner of station. Announced Sept. 18.

WMGY Montgomery, Ala.—Application, seeking transfer of stock from **Thomas W. Sewell,** deceased, to **Mrs. Mary Frances Sewell,** returned. (Necessary to file Form 323.) Action Sept. 18.

WTSP-AM-FM St. Petersburg, Fla.—Granted assignment of license to WTSP Inc. for $200,000. Principals are equal owners **Farris E. Rahall, N. Joe Rahall** and **Sam G. Rahall,** brothers. Rahall interests are **WQCY (TV) Allentown, Pa.; WNAR Norristown, Pa.; WWNR Beckley, W. Va.;** 40% of **WFEA Manchester, N. H.,** and 40% of **WCHS-TV Charleston, W. Va.** Announced Sept. 19.

WGOV Valdosta, Ga.—Granted assignment of license to Georgia-Florida Radio & Television Co. for $100,000. Principal is **W. H. Keller Jr.** (99.98%), formerly associated with **KWEM Memphis, Tenn., WJIV Savannah, Ga.,** and **WEAS Atlanta, Ga.** Announced Sept. 19.

KAKE Wichita, Kan.—Granted transfer of control from **Mark H. Adams,** et al., to **S. O. Beren, George Bruce, Sherrill Corwin, Ralph** and **Theodore Gore, Tom Palmer** and **Lloyd Pickrell.** Consideration: $120,404. Announced Sept. 19.

KFBI Wichita, Kan.—Granted transfer of control of licensee corporation from **Roy F. Bailey, Virginia S. Harris,** executrix of estate of **Sidney F. Harris,** and **John P. Harris, R. J. Laubengayer** and **Peter Macdonald,** as individuals, to **E. Hale Bondurant.** Transfer involves about 38%. Consideration is $57,711. Principal owners will be **E. Hale Boundurant** (42.87%), **C. Howard Lane** (26.26%), and trustees under will of **Horace L. Lohnes** (23.75%). Announced Sept. 19.

WDAM-TV Hattiesburg, Miss.—Granted acquisition of control of permittee corporation by WDSU Bcstg. Corp. Equal owners **D. A. Matison Jr., Harold Matison, Milton J. Fine** and **Alvin H. Fine** are selling 51% for $51,000. WDSU Bcstg. Corp. is licensee of **WDSU-AM-FM-TV New Orleans, La.,** and **WAFB-AM-FM-TV Baton Rouge, La.** Announced Sept. 19.

WBUD Trenton, N. J.—Granted assignment of license to WBUD Inc. Corporate change. Announced Sept. 18.

WONY Owego, N. Y.—Granted assignment of cp to Erdman Bcstg. Co. for $1,692. Principals are equal partners **Ellis E. Erdman,** vice pres.-8% owner of **WTKO Ithaca, N. Y.; Robert R. Davidson,** employe of Atlantic Refining Co.; **Lyman D. Gridley,** automobile sales company employe, and **Nathan I. Schoonover,** jewelry interests. Announced Sept. 19.

KBKR Baker, Ore.—Granted involuntary transfer of control from **Ruth H. Jacobs,** deceased, to **Barbara L. Lockwood,** executrix of estate of **Ruth H. Jacobs.** Transfer involves 92%. Announced Sept. 18.

WLCX La Crosse, Wis.—Granted assignment of license to Lyons Bcstg. Co. for $45,000 cash. Sole owner **Lyle D. Lyons** is 98% owner of Lyons & Associates Inc., La Crosse. advertising and promotion firm. Announced Sept. 19.

WHBL - AM - FM Sheboygan, Wis. — Granted transfer of control of licensee corporation from **Charles E. Broughton** and **Robert A. Saltzstein** to **Paul F. Skinner,** through sale of 265½ shares of common stock for $39,925. Mr. Skinner will now hold 59.1% interest in stations. Announced Sept. 19.

KOWB Laramie, Wyo.—Granted relinquishment of negative control of licensee corporation by **George B. Dent Jr.** and **John Alexander** through gift of one share each to their wives. Announced Sept. 19.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks involuntary transfer of stock from **Thomas W. Sewell,** deceased, to **Mrs. Mary Frances Sewell.** Filed Sept. 13.

WSFA-AM-TV Montgomery, Ala.—Seeks assignment of license to WKY Television System Inc. Corporate change. Filed Sept. 13.

KCCC-TV Sacramento, Calif.—Seeks transfer of control of permittee corporation from **Harry W. McCart** and **Ashley L. Robison** to Sacramento Broadcasters Inc. for $400,000. Sacramento Broadcasters is 100% owned by Lincoln Dellar, owner of **KXL Portland, Ore., KHMO Hannibal, Mo.,** and 50% owner of **KJR Seattle.** Filed Sept. 13.

KGIL San Fernando, Calif.—Seeks assignment of license to Pierce Brooks Bcstg. Corp. Corporate change. Filed Sept. 17.

WTVT (TV) Tampa, Fla.—Seeks assignment of license to WKY Television System Inc. Corporate change. Filed Sept. 13.

WJNO-TV West Palm Beach, Fla.—Seeks transfer of control of permittee corporation from **William H. Cook.** et al, to **John H. Phipps** for $492,500 plus assumption of about $150,000 debts. Mr. Phipps is owner of **WTAL-AM-FM Tallahassee, Fla., WTYS Marianna, Fla.,** and **WCTV (TV)-WKTG Thomasville, Ga.** Filed Sept. 13.

KWBW Hutchinson, Kan.—Seeks assignment of license to Nation's Center Bcstg. Co. for $141,579. Application is to delete partnership of **Bess Wyse Rickard** and **George M. Marsh.** Mr. Marsh is selling his 5% and dropping out of organization. Bess Wyse Rickard is reducing her holdings from 95% to 52.5%. New stockholder will be **Fred L. Conger** (48%), general manager of station. Filed Sept. 19.

WHBN Harrodsburg, Ky.—Seeks assignment of license to Fort Harrod Bcstg. Corp. for $45,000. Principals are **R. F. Niemeier** (30%), building material interests; **I. G. Spencer** (30%), former employe at **WGRC Louisville, Ky.; Victor M. Bellamy** (30%), former employe at WGRC, and **I. G. Spencer Jr.** (10%), attorney. Filed Sept. 10.

WDDT Greenville, Miss.—Seeks assignment of license to **William Hodding Carter Jr.** and **John T. Gibson.** Mr. Carter, present 34% owner of station, and Mr. Gibson, present, 24.95% owner, will be equal partners. They are buying remainder of station's stock from Delta Democrat Publishing Co. for $11,851. Filed Sept. 13.

WOOW New Bern, N. C.—Seeks assignment of license to Radio New Bern for $48,500. Principals are equal partners **Paul E. Reid,** 25% owner of **WBHB Fitzgerald. Ga.; H. M. Roberts,** commercial manager at WBHB, and **Otto Griner,** former owner of WBHB. Filed Sept. 19.

WKY-AM-TV Oklahoma City, Okla.—Seeks assignment of license to WKY Television System Inc. Corporate change. Filed Sept. 13.

KYNG Coos Bay, Ore.—Seeks assignment of cp to KYNG Radio. Sole owner **Harold C. Singleton** is adding partner, **Walter N. Nelskog,** former 50% owner of **KUTI Yakima, Wash.,** and former 16.66% owner of **KORD Pasco, Wash.** Filed Sept. 19.

KRNR Roseburg, Ore.—Seeks assignment of license to **James E. Doyle** for $90,000. Mr. Doyle is former 66% owner of **KVWC Vernon, Tex.,** and is applicant for new am at Quincy, Calif. Filed Sept. 17.

APPLICATION RESUBMITTED

WJOT Lake City, S. C.—Resubmits application seeking transfer of control from **Mrs. J. M. Trulock, Edwin P. Latimer, Edmund C. Bunker, Mrs. Addie B. Hyman, George H. Breivogol** and **James Olin Tice Jr.** to **James Olin Tice Sr., Frances M. Tice** and **James Olin Tice Jr.** as family group. Resubmitted Sept. 17.

Hearing Cases . . .

INITIAL DECISION

Eatontown, N. J.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of **Harold M. Gade** for new am to op-

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

erate on 1410 kc, 500 w D, in Eatontown, and denial, for default, application of Monmouth County Broadcasters seeking same facilities in Long Branch, N. J. Announced Sept. 10.

OTHER ACTIONS

Willimantic, Conn.—FCC granted May 18 motion by **WHIL Medford, Mass.**, only to extent of adding two new issues in am proceeding involving its application and those of **Robert Mensel** and The Windham Bcstg. Co., both Willimantic Commission also denied May 14 petition by Mensel to add new issue in proceeding. Announced Sept. 19.

KGUL-TV Galveston, Tex.—FCC denied June 1 petition by ch. 13 **KTRK-TV Houston, Tex.**, requesting that ch. 11 KGUL-TV be required to maintain its present facilities pending Court of Appeals decision of appeal from Commission's denial, after hearing, of KTRK-TV's protest to mod. of cp for KGUL-TV. Announced Sept. 19.

Grand Prairie, Tex.—FCC denied petition for review filed by Grand Prairie Bcstg. Co., Grand Prairie, and affirmed examiner's ruling which denied Grand Prairie's petition for leave to amend its am application regarding programming data. Announced Sept. 19.

Routine Roundup . . .

September 13 Applications

ACCEPTED FOR FILING

License to Cover Cp

KORD Pasco, Wash.—Seeks license to cover cp which authorized new am.

WMRC (FM) Greenville, S. C.—Seeks license to cover cp which authorized changes in licensed station.

WITV (TV) Ft. Lauderdale, Fla.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KRBB (TV) El Dorado, Ark.—Seeks mod. of cp for extension of completion date.

WCDB (TV) Hagaman, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 9, 1957.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 15, 1957.

WUOM-TV Ann Arbor, Mich.—Seeks mod. of cp (which authorized replacement of cp, which authorized new noncommercial, educational tv) for extension of completion date to March 1957.

WBZ-TV Boston, Mass.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to July 8, 1957.

Renewal of Licenses

KMYC Marysville, Calif.; KCSB San Bernardino, Calif.; KFSD San Diego, Calif.; KFRC San Francisco, Calif.; KLOK San Jose, Calif.; KSUE Susanville, Calif.; KTOY (FM) Tacoma, Wash.; KRCA (TV) Los Angeles, Calif.; KTLA (TV) Los Angeles, Calif.; KHJ-TV Los Angeles, Calif.

Renewal of License Returned

KPRL Paso Robles, Calif. (Name wrong.)

September 14 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Mt. Kisco, N. Y.—Ordered that Hearing Examiner Herbert Sharfman, in lieu of Hearing Examiner Thomas H. Donahue, will preside at hearing re am application of Radio Mount Kisco Inc., Mt. Kisco., and further ordered that hearing is continued from Sept. 28 to Oct. 2. Action Sept. 11.

Voice of Berrien County, Niles, Mich.; Lake Broadcasters, St. Joseph, Mich.—Granted Sept. 7 petition of Voice of Berrien County for dismissal without prejudice of its am application, and returned to processing line am application of Lake Broadcasters. Action Sept. 11.

Huntsville-Sheffield, Ala. — By memorandum opinion and order, denied petitions of Radio Huntsville Inc., Huntsville, and **J. B. Falt Jr.**, Sheffield, to accept written appearances filed late in proceeding re their am applications, and petitioners' applications are dismissed with prejudice. Action Sept. 13.

Howell, Mich.—On Chief Hearing Examiner's own motion, ordered that hearing re am application of Livingston Bcstg. Co., Howell, which was scheduled for hearing on Sept. 13, is continued to time which will be specified in subsequent order. Action Sept. 13.

By Hearing Examiner J. D. Bond

Signal Hill, Calif.—By memorandum opinion and order, denied Aug. 9 petition filed by The Cerritos Bcstg. Co., Signal Hill, for leave to amend its am application so as to specify 1460 kc, 1 kw D, in lieu of 1450 kc, 100 w unl., select new trans. and studio site and to amend such sections of its application as necessary to bring them into conformance with requested changes. Action Sept. 11.

Broadcast Bureau—Granted petition for extension of time from Aug. 15 to and including Aug. 27 to file response to Aug. 15 petition filed by The Cerritos Bcstg. Co., Signal Hill, Calif., for leave to amend its am application. Action Sept. 11.

KTBB Tyler, Tex.—Upon the hearing ex-

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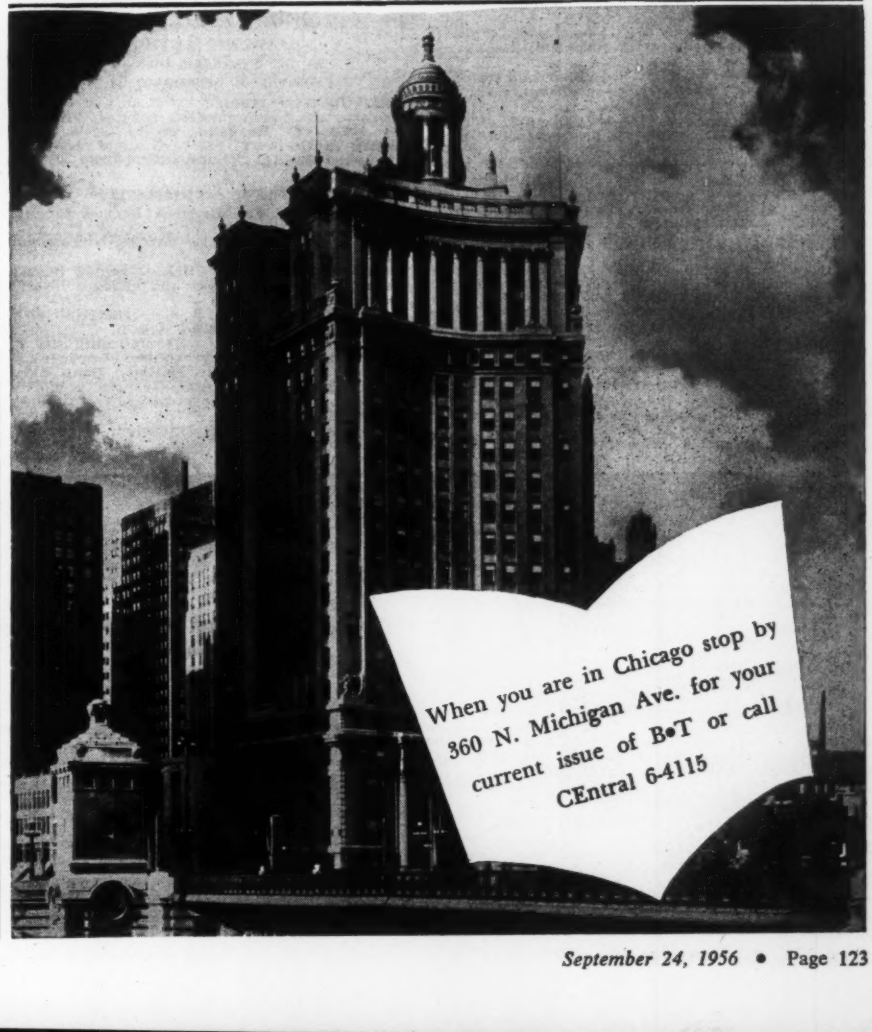
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aminer's own motion and with informal consent of counsel for all parties, ordered that further hearing re am application of KTBB is continued from Sept. 18 to 10 a.m. Sept. 20. Action Sept. 12.

By Hearing Examiner Herbert Sharfman

Howell, Mich.—On oral request of counsel for Livingson Bcstg. Co., Howell, and without objection by counsel for other parties, ordered that hearing now scheduled for Sept. 19 is rescheduled for Sept. 13.

Providence, R. I.—On oral request of counsel for **WNET (TV) Providence**, and without objection by counsel for other parties, ordered that conference is scheduled for Sept. 12 at 10:30 a.m. on application of **WPRO-TV Providence** for STA. Action Sept. 10.

Beacon, N. Y.—Ordered that prehearing conference is scheduled for Sept. 17 at 10 a.m. re am applications of West Shore Bcstg. Co., Beacon. The Westport Bcstg. Co., Westport, Conn., and **James W. Miller**, Milford, Conn. Action Sept. 11.

Pachuta-Laurel, Miss.—On oral request of counsel for **WCOC-TV Pachuta**, on application for mod. of cp (ch. 30) and Laurel Television Co., for new tv on ch. 7 in Laurel, and without objection by counsel for Broadcast Bureau, ordered that hearing now scheduled for Sept. 17 is continued to Oct. 8 at 10 a.m. Action Sept. 11.

Mt. Kisco, N. Y.—Ordered that prehearing conference is scheduled for Sept. 17 at 2:00 p.m. re am application of Radio Mount Kisco Inc., Mt. Kisco. Action Sept. 11.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. Inc. of P. R., Mayaguez, P. R.—Granted Aug. 22 petition for leave to amend its tv application (1) to locate its main studios in city of Mayaguez and (2) in certain respects with regard to its program proposals. Action Sept. 11.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from Sept. 10 to Sept. 11 to file proposed findings and conclusions re application **WSLA (TV) Selma, Ala.**, for mod. of cp. Action Sept. 11.

September 17 Applications

ACCEPTED FOR FILING

Modification of Cp

KOOS Coos Bay, Ore.—Seeks. mod. of cp (which authorized change in frequency; increase in power; installation of DA, and change in ant.-trans. location) for extension of completion date.

WBKB (TV) Chicago, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 3.

WTWO (TV) Bangor, Me.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes.

WNBE-TV New Bern, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KPIC (TV) Roseburg, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 25, 1957.

WKOK-TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to June 16, 1957.

WYES (TV) New Orleans, La.—Seeks mod. of cp (which authorized new noncommercial, educational tv) for extension of completion date to April 16, 1957.

WIND-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 16, 1957.

WKJF-TV Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WKNA-TV Charleston, W. Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 16, 1957.

WTHS-TV Miami, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 11, 1957.

Renewal of Licenses

KPMC Bakersfield, Calif.; KIBS Bishop, Calif.; KBLA Burbank, Calif.; KHUM Eureka, Calif.; KABC Los Angeles, Calif.; KPOL Los Angeles, Calif.; KGFJ Los Angeles, Calif.; KYOS Merced, Calif.; KWSD Mt. Shasta, Calif.; KSFE Needles, Calif.; KROW Oakland, Calif.; KSDA Redding, Calif.; KCAL Redlands, Calif.; KCRA Sacramento, Calif.; KGB San Diego, Calif.; KFMB San Diego, Calif.; KATY San Luis Obispo, Calif.; KJOY Stockton, Calif.; KUBA Yuba City, Calif.; KMUR Murray, Utah; KMJ-TV Fresno, Calif.; KGO-TV San Francisco, Calif.

Renewal of Licenses Returned

KGST Fresno, Calif. (wrong dates); **KSPA** Santa Paula, Calif. (wrong name).

Remote Control

WMGY Montgomery, Ala.; WBKH Hattiesburg, Miss.

September 18 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

WPTF Raleigh, N. C.—Granted petition for extension of time to and including Sept. 20 to file reply to "response" of **WRAL Raleigh** to WPTF petition to reopen record, rehear and reconsider and for stay in ch. 5 proceeding. Action Sept. 13.

By Chief Hearing Examiner James D. Cunningham

Beacon, N. Y.—Because of illness of examiner assigned to preside in proceeding re am applications of West Shore Bcstg. Co., Beacon, The Westport Bcstg. Co., Westport, Conn., and **James W. Miller**, Milford, Conn., hearing conference, scheduled for Sept. 17, is continued to date to be specified in subsequent order. Action Sept. 13.

Radio Mount Kisco Inc., Mt. Kisco, N. Y.—Granted motion for continuance of prehearing conference, re its am application, from Sept. 17, to Sept. 27 at 2:00 p.m. Action Sept. 14.

By Hearing Examiner Annie Neal Huntting

Jackson Bcstg. & Television Corp., Parma, Mich.—Granted petition for extension of time to and including Sept. 21 to file its reply to petition to reopen record (ch. 10 proceeding, Parma-Onondaga) filed by Booth Radio & Television Stations Inc. Action Sept. 14.

By Hearing Examiner Basil P. Cooper

Claremore, Okla.—On hearing examiner's own motion, ordered that hearing scheduled to begin Sept. 13 is continued to Nov. 1, and that prehearing conference will be held Oct. 12 at 10:00 a.m. re am application of Claremore Bcstg. Co., Claremore, Okla. Action Sept. 12.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 14

Following were granted extensions of completion dates as shown: **WCHB Inkster, Mich.** to 12-24; **WDBJ-TV Roanoke, Va.** to 4-4-57.

WBKH Hattiesburg, Miss.—Granted authority to operate trans. by remote control from 305 Bay St.

Actions of September 13

KVHL Homer, La.—Granted license for am station.

KZEE Weatherford, Tex.—Granted license for am station.

WMAX Grand Rapids, Mich.—Granted license covering increase in power and changes in ant. system.

WFBC-FM Greenville, S. C.—Granted license covering changes in licensed station.

WLBH-FM Mattoon, Ill.—Granted authority to operate trans. by remote control from 1632½ Broadway Ave., 3rd Floor, National Bank Bldg.

WMGY Montgomery, Ala.—Granted authority to operate trans. by remote control from 358 N. Capitol Parkway.

Following were granted extensions of completion dates as shown: **KIEM Eureka, Calif.**, 2-8-57, conditions; **WTVO (TV) Rockford, Ill.**, to 4-6-57; **WUNC-TV Chapel Hill, N. C.**, to 4-6-57; **KTVC (TV) Ensign, Kan.**, to 12-25; **KPTV (TV) Portland, Ore.**, to 1-5-57; **KRBB (TV) El Dorado, Ark.**, to 3-31-57; **WUOM-TV Ann Arbor, Mich.**, to 3-6-57; **WKRC-TV Cincinnati, Ohio** to 1-5-57; **KGW-TV Portland, Ore.**, to 12-17; **KHQA-TV Hannibal, Mo.**, to 3-24-57; **WCDB (TV) Hagaman, N. Y.**, to 4-8-57; **WRGP-TV Chattanooga, Tenn.**, to 4-8-57.

Action of September 12

Following were granted authority to operate trans. by remote control: **WLBH Mattoon, Ill.**, from 1632½ Broadway Ave.; **WQAM Miami, Fla.** from Alfred I. DuPont Bldg., 169 E. Flagler St.; **WDBJ Roanoke, Va.**, from studio location while using non-DA.

Actions of September 11

WWRI West Warwick, R. I.—Granted license for am station.

KHEM Big Spring, Tex.—Granted license for am station.

WBLA Elizabethtown, N. C.—Granted license for am station .

KCMS Manitou Springs, Colo.—Granted license covering changes in licensed fm station.

Following were granted extensions of completion dates as shown: **KYAT (TV) Yuma, Ariz.**, to 3-25-57; **WTAP (TV) Parkersburg, W. Va.**, to 3-1-57; **WFIE (TV) Evansville, Ind.**, to 2-1-57; **WGEM-TV Quincy, Ill.**, to 3-24-57; **KOED-TV Tulsa, Okla.**, to 3-21-57; **WDAM-TV Hattiesburg, Miss.**, to 12-31; **KTRE-TV Lufkin, Tex.**, to 4-1-57; **WMAL-TV Washington, D. C.**, to 3-31-57; **KFRE-TV Fresno, Calif.**, to 12-11.

Actions of September 10

WFBM Indianapolis, Ind.—Granted authority to operate main trans. by remote control from 1330 N. Meridian St., while using non-DA.

September 18 Applications

ACCEPTED FOR FILING

Modification of Cp

WTLE (TV) Evanston, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WERE-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 16, 1957.

WHK-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

License to Cover Cp Returned

WJSB Crestview, Fla.—Application, seeking license to cover cp which authorized change in frequency; increase in power; change in hours of operation; increase in ant. height, and change applicant name, returned. (Section I not filed.) Action Sept. 18.

Renewal of Licenses

KAFY Bakersfield, Calif.; KGEE Bakersfield, Calif.; KXO El Centro, Calif.; KYNO Fresno, Calif.; KIEV Glendale, Calif.; KCVR Lodi, Calif.; KGER Long Beach, Calif.; KFSG Los Angeles, Calif.; KMOD Modesto, Calif.; KVON Napa, Calif.; KOXR Oxnard, Calif.; KALI Pasadena, Calif.; KROY Sacramento, Calif.; KJBS San Francisco, Calif.; KTMS Santa Barbara, Calif.; KTKR Taft, Calif.; KVEN Ventura, Calif.; KFBC Cheyenne, Wyo.

September 19 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Jesup, Ga.—Ordered that hearing is scheduled to commence on Nov. 15 re am application of Wayne Bcstg. Co., Jesup. Action Sept. 14.

Pine Bluff, Ark.—Ordered that hearing is scheduled to commence on Nov. 15 re am applications of Sepia Bcstg. Co., Little Rock, Ark., and Radio Pine Bluff, Pine Bluff. Action Sept. 14.

KLFT Golden Meadow, La.—Denied petition for reconsideration of action of chief hearing examiner which dismissed application with prejudice. Action Sept. 17.

By Hearing Examiner Hugh B. Hutchison

Mayaguez, P. R.—Ordered that prehearing conference will be held at 10 a.m. on Sept. 20 in ch. 3 proceeding, Mayaguez. (Ponce de Leon Bcstg. of P.R., et al.) Action Sept. 17.

By Hearing Examiner Elizabeth C. Smith

Citizens Bcstg. Co., Terre Haute, Ind.—Granted petition for leave to amend its am application so as to show change in frequency from 1350 kc to 1300 kc, and application as amended is removed from hearing docket. Action Sept. 17.

Salem Bcstg Co., Salem, Ill.—Granted motion requesting that its application, presently scheduled for hearing on Sept. 26, be removed from hearing and returned to processing line. Action Sept. 17.

By Hearing Examiner Herbert Sharfman

Howell, Mich.—On hearing examiner's own motion, ordered that hearing re am application of Livingston Bcstg. Co., Howell, is rescheduled for Sept. 18 at 2:00 p.m. Action Sept. 17.

Folkways Bcstg. Co., Whitesburg, Ky.—Denied

Continues on page 131

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Sales manager who "loves to sell", New Jersey independent has immediate opening. Right man can earn good five figure income. Box 673A, B•T.

Station manager with programming experience and ability. Independent 250 watt fulltime New England, newspaper affiliation, 50 000 city. Full details in first letter. Box 739A, B•T.

Commercial manager. Strong on local sales, train and assist other salesmen. Competitive market experience. California. Indie. Salary, commission, override. Send resume and photo. Box 856A, B•T.

Salesmen

Good salesman who can also announce, southern New Mexico. Base commission arrangement or salary. Permanent position, congenial staff. Write Box 906A, B•T.

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RADIO

Help Wanted—(Cont'd)

Texas station needs top man experienced in small markets, to assist manager with sales, service, airwork. Requirements: minimum five years experience, like hard work, enjoy small towns, references. $400.00 month. Box 883A, B•T.

Salesman down to earth. Sales and announcing. Excellent salary. Small but tough market. Box 891A, B•T.

Salesman guaranteed weekly salary, commission, accounts assigned for service. Car allowance. Immediate opening, rapidly expanding organization. Contact Manager, KLEX, Lexington, Missouri.

West's first radio station now under new ownership offers outstanding opportunity to aggressive, experienced salesman willing to help develop local sales in one of California's fastest growing markets. Account potential unlimited. Above average guarantee and high commission to right man. Contact Bob Murray, KWG, Stockton, California.

Florida market that's booming, top-rated station with incomparable coverage and facilities to sell offers fine list of on-the-air accounts, car expenses and guarantee to a solid citizen who can sell good radio. Contact: Saels Manager, WCOA, Pensacola, Florida.

Little Rock, Arkansas—KOKY—new all negro programmed station. Needs experienced white sales manager. If you like money and want to move up with rapidly expanding organization, send resume and photograph immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Announcer, first phone, sober, reliable with top-notch sell ability. Technical ability sufficient for capable routine equipment maintenance. Right salary for right man. Northwest Georgia independent. Box 769A, B•T.

Rapidly expanding chain in Pennsylvania needs experienced announcers, engineers, junior executives. Car essential. Announcers must have one year's experience. Must be fast, accurate board operators, play-by-play experience an asset but not essential. Engineers must be capable of assuming full responsibility of Chief, including maintenance, purchasing and installing new operations. Executives must have minimum two years staff experience and be ready for positions of responsibility immediately. Desire young aggressive men who know their jobs and who want to find a permanent place with a future in a growing organization. Send tapes, resumes, recent photographs to Box 784A, B•T.

Top rated NoeMac station, southwest, needs personality deejays and experienced mobile newsmen. Here's your chance to make top money and join America's fastest growing chain of independent radio stations. Rush tape and background. Box 801A, B•T.

Minnesota station needs news director. Starting salary $90 weekly. Must be good announcer, able to type. Box 822A, B•T.

Michigan regional expanding staff. Need two fully experienced air and street salesman combination. Immediate opening, station recognized as area leader. Give full details first letter. Box 845A, B•T.

Announcer-operator, best working conditions, salary commensurable to ability. Tape, photo and references. Box 853A, B•T.

Immediate opening for personality disc jockey. Midwest market of 125,000. Top money for the right man. Experienced only. Air mail, special delivery, tape and background to Box 859A, B•T.

RADIO

Help Wanted—(Cont'd)

Little Rock, Arkansas—new negro station—KOKY. Wants 2 experienced negro r & b DJ's. Southerners preferred. Send complete resume, photograph and tape immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Independent Washington D. C. daytimer going 10 kw needs 2 terrific announcers. Minimum 2 years experience. Phone Gene Winters, JO 8-6677.

Starting pay $75 to $90 for promotion-minded staff announcer for fulltime independent in thriving college town. We believe in permanency and have a salary scale, bonus, insurance and retirement plan to assure the right man a permanent position. Prefer midwest man but consider everyone. Send tape and complete resume plus recommendations to Kay Melia, Program Director, KAYS, Hays, Kansas immediately.

Miami, Florida, WINZ 50,000 watts music and news independent, needs staff dj. Experience making production spots desirable. Send resume and tape, no phone calls.

Wanted: Experienced radio announcer. Must be stable and of good character. Music and news operation. Contact Doyle Satterthwaite, WKBC, North Wilkesboro, N. C.

Announcer, 1st phone. Routine maintenance, 41 hours. Can advance. Write or call Dick Coleman, WLBE, Leesburg, Florida.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Immediate opening north Florida station for announcer-salesman, preferably from southeast. Base salary, plus commission in agricultural market. Send resume and references Radio Station WNER, Live Oak, Fla.

Combo man, 1st phone, announcer. Send tape, qualifications, photo, salary expected first letter. WSTL, Eminence, Kentucky.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Announcer-engineer to handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delware.

Opening for experienced announcer who knows music, can do news, read a sincere commercial, would like to live in a small town, fastest growing community in southern Idaho; work for 1000 watt daytime music and news station. Prefer 1st phone, no engineering required. $350 to start two weeks paid vacation after one year. Send tape with your story and audition to Mervin V. Ling, President, Inland Broadcast Co., Rupert, Idaho.

Three announcers, one with first class license. New station opening about November 1. Want good, dependable men with ability and expect to pay accordingly. Send complete resume, picture, salary requirements, audition tape. Dick Holloway, % Niles Daily Star, Niles, Michigan.

Technical

Chief engineer for 1000 watt fulltime station in Louisiana. Box 798A, B•T.

Wanted: Young EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving office, lab and field work. Good opportunity for professional advancement. Send resume. Box 905A, B•T.

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T.

Engineer-announcer, forty hours weekly, western Florida. Top pay for right man. Box 890A, B•T.

Chief engineer-announcer. Southern California indie. Excellent market, fine opportunity and wage set-up. Contact Fred D'Angelo, KCSB, San Bernardino, California.

RADIO

Help Wanted—(Cont'd)

Engineer-announcer. Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted, first class engineer who can do announcing, be the chief engineer of the Quint Cities daytime music and news station going more power in October with new studios and new equipment. Earnings in line with performance. Contact Lester L. Gould, Manager, KFMA, Box 457—415 Perry Street, Davenport, Iowa.

Chief engineer-announcer. Excellent opportunity for young experienced man to move up. Salary dependent only on responsibility you can assume. WLFA, LaFayette, Georgia.

Announcer-first class engineer for mountain studio-transmitter on October 20th. Single man with car. Two days off per week. Start $[illegible]0.00 plus room and board. Send full details WMIT, Charlotte, N. C.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted. Engineer with first class license. Excellent working conditions, paid vacation. No announcing. Write or call Kenneth Kunze, Chief Engineer, WTTH, Port Huron, Michigan.

1st class engineer-morning man. Excellent working conditions and pay in attractive Florida community. Send salary requirements and complete resume to: Dick Westervelt, Box 808, DeLand, Florida.

Programming-Production, Others

Tv-radio program directors, others. Opportunity now exists to add to your present income by $100 to $400 per month without detracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 829A, B•T.

Qualified newsman needed for top news job with 50,000 watt midwestern radio station. Must be capable in all phases reporting, writing, editing and broadcasting. Reply Box 874A, B•T.

Little Rock, Arkansas—KOKY—new negro programmed station. Wants experienced, white "live wire" program director. Must have ability to supervise personnel and assume managerial duties. If you like money and want to move up, send resume and photograph immediately to John M. McLendon, Box 1956, Little Rock, Arkansas.

Experienced girl continuity director for outstanding independent radio station. Starting salary $65.00 per week. Ideal working conditions. Forward copy sample and resume or call Dee Campbell, WAVI, Dayton, Ohio. HEmlock 1291.

Girl Friday wanted who can double in brass in programming, traffic and executive secretarial duties. Write in complete detail today to Radio-TV Station WLEX, Earl Boyles, Manager, Lexington, Ky.

Copywriter, male to work closely with account executives in writing and servicing major local accounts. Expanding department, excellent opportunities for advancement. Send personal resume including samples to WMBD, Peoria, Illinois.

Wanted: Copywriter. Programming and announcing ability desirable but not necessary. Write WMRF, Lewistown, Penna.

Manager. Want permanent opportunity. Young family man experienced all phases. References, earnings on request. Prefer western location. Box 807A, B•T.

Manager: Seventeen years experience, three stations, factually documented. Top references. Personal friendship status, national time-buyers. Practical experience, all departments. Result getting record, local sales know-how. P & L's to prove. **Married, two youngsters. Strictly sober, hard worker, experience-wise. Top credit,** no debts. Quality civic leadership. Now employed. Request resume. Confidential. Box 832A, B•T.

Situations Wanted

Managerial

Sales manager/manager: Experienced. Top personal sales record. Established industry ability to train, direct and build productive solid up-to-date know-how sales staff. Quality acceptance reputation; three stations since 1940. Two sold, owners took over. Now employed sales manager. Owner-management blocks increased earnings, advancement. Certified background outline, yours for requesting. Confidential. Box 844A, B•T.

Agency TV-radio director or station sales manager position wanted. Extensive television experience with CBS basic affiliate in large market. Philadelphia area preferred. Married, college graduate, veteran. Box 850A, B•T.

Station Manager-chief engineer 12 years experience. Construction, programming, sales, announcing, lots of ideas. Box 866A, B•T.

Attention southern stations. Can turn loser into profit maker in three months. Salary-percentage plan or straight percentage after six months. Small markets only. Will travel for interview. Box 872A, B•T.

Manager: Successful record three major markets, fifteen years. Owner just sold. I sell profitably too. Box 879A, B•T.

Manager: Top reputation, references, documented. Sixteen years profitable operation, owned my own station eight years. Good local national sales record. Box 880A, B•T.

Sales manager: Now employed. Personally billed over $100,000 several years running. Not possible here. We both can do better. Box 881A, B•T.

Station manager, strong on sales, rough on competition. Mature, energetic, efficient operator. Long successful experience. Good reference. Available immediately. Box 892A, B•T.

WHERE ARE QUALIFIED PEOPLE?

WHERE ARE THE BEST JOBS?

For intelligent answers about JOBS or PEOPLE . . .

When problems begin to develop telephone, write or wire . . .

Palmer-De Meyer, Inc.
(Agency)

50 East 42nd Street
New York 17, New York

Paul Baron, Director for Radio, Television Film, Advertising

MUrray Hill 2-3900
(Our new telephone number).

A reputation for thorough service based upon:

- **Our extensive files;**
- **Our ideal location;**
- **Our ability to match proven records against your personnel requirements;**
- **Our judgment in spotting potential;**
- **Our experience in handling problems just like your own.**

For best results, please be as complete as possible in your first letter, or call.

No advance registration fee.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

……

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitter installation. You should have: good technical schooling and 1st Class Radio-Telephone License.

……

Enjoy RCA advantages:

- ***Top Salaries***
- ***Many Liberal Company-Paid Benefits***
- ***Relocation Assistance***

For personal interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-3J
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.

RADIO

Situations Wanted—(Cont'd)

Young radio manager, top sales, good programming, wants larger market, radio or television, manager or commercial manager. Box 903A, B•T.

Detroit-Toledo area note. Just completed successful tenure as station manager in midwest station. Desire to locate in Detroit-Toledo section. Will furnish proof of performance. Consider all offers, including "on air" work in larger station. Available immediately. Bob Emery, 5929 Somerset, Detroit 24, Michigan, Phone Drexel 1-1040.

Salesmen

Wanted, sales or management in upper midwest. Several years experience in both. Sales record over $70,000.00 annually. Presently employed. Will take four weeks to make change. Complete resume on request. Box 848A, B•T.

Salesman-salesmanager, long successful experience in national, local and regional am and tv. Available now, presently located in New York but will relocate. Box 888A, B•T.

Announcers

Negro broadcaster, experienced dj, all staff duties. Third license. Wayne Carter, 737-11th Street, N. W., Wash., D. C.

Negro broadcaster, girl trained for all staff duties, copy and traffic. Marie Crowe, 737-11th Street, N. W., Wash., D. C.

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

TV or radio. Man and wife proven sales records. Strong on the air personalities dj's musical backgrounds. Will do staff. Employed. Box 795A, B•T.

Staff announcer thoroughly trained in news, commercials, DJ and board. Tape available. Box 826A, B•T.

RADIO

Situations Wanted—(Cont'd)

Excellent all-night DJ who is ready to move up the ladder. Present position can't pay me the money I should be earning. 39 years old, 5 years broadcasting experience. Good family man, nondrinker. Present employer my best recommendation. I know music, can sell on the air. Box 841A, B•T.

Sports, news, 10 years experience. Authoritative, reliable, conscientious, available immediately. Box 842A, B•T.

Announcer-combo man with 3½ years experience. Good on news and music. Desires permanent position. Very dependable and available immediately. Box 846A, B•T.

Staff announcer, 18 months experience. Easy, pleasant delivery. Married. 2nd phone. Prefer northeast. Box 847A, B•T.

Announcer-DJ. Desires to relocate in eastern Penna., New Jersey area. Will consider others. Strong commercials and pop programming. Good references. Box 849A, B•T.

Razor-sharp, production minded announcer, energetic salesman. Experienced all phases. Radio in my blood. Looking for permanent home for family. East, southeast, Florida. Box 851A, B•T.

Conn., New York, Penna., N. J. only. Experienced staff announcer, currently employed, desires to relocate. Excellent news, commercials, DJ, board. College grad. Married, veteran. Tape references available. Box 857A, B•T.

Announcer, 13 months staff experience. Control board operation. Available immediately. Box 864A, B•T.

Experienced announcer, 25, vet, married. Wishes Florida or New England. Box 869A, B•T.

Announcer, 4 years. All phases. Married. Veteran. Desires permanent location. Box 876A, B•T.

Top country deejay wants position combo. Clever, adlib, fast, breezy program. Write Box 877A, B•T.

RADIO

Situations Wanted—(Cont'd)

Newsman, deejay, 5 years sell. Delivery. Top references. 27, married, B. A. Degree. Box 884A, B•T.

Experienced staff, looking for station around eastern vicinity. Would prefer sports-minded station. Excellent voice, resume, tape. Box 886A, B•T.

Staff announcer, strong news, smooth dj, light but good experience, much potential. Prefer New York, New England. Box 887A, B•T.

Announcer, first phone. Emphasis air work. Six years experience. References. Box 893A, B•T.

Announcer, 1st phone, excellent reader. Top network type voice. Desires relocation California. Wide experience, presently employed CBS 5 kw affiliate. Box 897A, B•T.

Looking for advancement. Good disc, news, sales, ideas. Have charcoal suit, pregnant wife, and will travel. Box 901A, B•T.

Announcer-engineer metropolitan NYC. First phone, SRT graduate, some college, married. Full or parttime evenings. Box 904A, B•T.

Sports announcer, specializing in basketball play-by-play, desires position as sportcaster or freelance work. Am capable of selling, writing own programs and games. Post Office Box 503, Green Bay, Wisconsin.

Telephone 107, 507 D Street, North Wilkesboro, North Carolina. Special hillbilly music, good all-round staff man, three years experience. Wish to relocate. Available immediately.

Mature first phone. Top newscaster. Excellent commercials. Wants permanent job Atlantic seaboard. No sales, minimum maintenance. Now employed. Martin Hagen, 154 West Franklin, Waynesburg, Penna.

Experienced dj-newsman. Desire relocate. Morning or afternoon dj show. Minimum $85, 40 hours. Single, veteran, tape, resume. Jerry Peterson, 1238 Grant, Warren, Ohio.

RADIO-TELEVISION

HELP WANTED	JOBS WANTED
2 Radio Personality–Announcers . . . $150 per week up	**Experienced TV Production People . . . Varied Backgrounds**
Several Radio-TV Techs . . . . . . Salaries Open	**Several Outstanding Sports Men . . . Years of Experience**
TV Operations Supervisor . . . . . . $137.50 week	**Local News Man . . . . . . 6 yrs. experience**
Radio-TV Salesmen . . . . . . Top Salaries Plus Comm.	**Program Director . . . . . . Available immediately**
Several Announcers Need . . . . . . Excellent Salaries	**Announcers, Combo, D.J. . . . . . . Several Available**
Plus Other Radio-TV Jobs	**Plus sales and copy people**

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

National Radio & Television
Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcer, 3 years experience, news commercials, DJ strong on sports. Available immediately. Barry Pfeffer, 1973 Daly Avenue, Bronx 60, New York.

Technical

1st phone. 7 years experience construction, maintenance, available immediately. Box 889A, B•T.

Engineer with five years experience general broadcast engineering and operation. Prefer midwest and pay in line with local conditions. Box 894A, B•T.

Programming-Production, Others

Newsman. Foreign correspondent on way home from Berlin and Paris. Announcer, writer, special events, three years newspaper. Box 870A, B•T.

TELEVISION

Help Wanted

Managerial

Company operating TV stations in several extremely attractive, rapidly growing small markets needs executive personnel, strong sales background desired, managerial potential required. Permanent connections with genuine opportunity for men who can convince us they're right material for small to medium situations. Openings available immediately. Send complete resume including salary requirements. Box 899A. B•T.

Salesmen

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

We have an opening immediately in sales for man who is qualified to handle local and regional sales at grass roots level in southern market of 50,000 on CBS affiliated vhf. Position calls for strong background in local sales. Opportunity unlimited as to salary and future. This is an important job and we expect to pay well if you are qualified. Send complete letter with trade references and pictures to John E. North, P. O. Box 309, Jackson, Tennessee.

Technical

Chief engineer for progressive VHF GE installation, southwest. Must be fully qualified and experienced both studio and transmitter. Give complete background and references. Box 854A, B•T.

Engineers needed at once for expanding coastal California network vhf. Studio, transmitter maintenance and operation experience a must. Excellent opportunity for fully qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, California.

Engineer, 1st class ticket. Qualified in both maintenance and operations. Chris Everson, WCBI-TV, Columbus, Mississippi.

Programming-Production, Others

Girl as assistant to program manager. Established network vhf. Experienced on-camera helpful but not required. Typing and shorthand essential. Box 711A, B•T.

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced cameraman for program department of large eastern network affiliate. Include salary requirements with full resume. Box 875A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Film director, willing to accept responsibility. Take projection shift; handle shipping, scheduling: supervise projectionists. KWWL-TV, Waterloo, Iowa.

Opportunity for good newsman with some staff work. Tv only. Write qualifications and availability. Peter F. Gallagher, WGLV-TV, Easton, Pennsylvania.

Situations Wanted

Managerial

East and midwest. TV salesman-director-producer-announcer available for medium market. Prefer program director, will consider comparable offer. Eight years experience two major markets. Double in sales. Box 882A, B•T.

Salesman

Salesman-announcer, eight years experience, radio and tv. Now selling tv. Box 843A, B•T.

Technical

TV engineer, 1st phone or combo. 4 years experience. Permanent. Box 878A, B•T.

Programming-Production, Others

Television newscaster with proven ability. Mature, married, reliable. Box 788A, B•T.

Dependable, ambitious director. Three years production experience. Now employed with maximum power CBS affiliate. Married, veteran, immediate availability, will relocate. Box 840A, B•T.

News editor with strong CBS regional affiliate wants to direct news operation, preferably in midwest or east. Young. Ambitious. Experienced organizer. Box 862A, B•T.

Confucius say: He who needs experienced producer-director-switcher, very wise to write Box 863A, B•T.

TV producer-director currently and for past eight years employed in major market, desires position preferably in smaller market with emphasis on live programming. Box 873A, B•T.

Radio newsman wants teevee. Five years reporting and broadcasting, including newspaper. Also solid foreign experience. Box 871A, B•T.

Announcers

Presently employed NBC basic. Experienced on-camera 2 years. Looking for large market. Married, 27, east preferred, consider elsewhere. Box 896A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Top radio personality, available for TV! It's time for the "Big Switch"! My name is Hal Murray, 36, discomedian. For 14 years have had top-Hooper radio "Murray-Go-Round". Professional know-how, savvy, good taste, phenomenal ad-lib comedy, far above average shows. Addition to entertainment have genuine sales success story. Employed and doing excellent job at major independent, but sick-to-the-gills of "Top-20", repetitious, "juke-box" operation and automation chores. I'm Talent, not a "machine". Anyone can "just" spin records. Station and I love each other personally, but disagree on policy. They know of this ad. Two years own daily TV-show WEEK-TV (Peoria), WTVJ (Miami), WINX-TV (CBS-owned, Milwaukee). 19 years comedy-emceeing, legit acting, vaudeville, night-clubs, public-speaking, etc. Hard worker, original, ambitious, and not a "carbon-copy". Successful past Miami, Salt Lake City, Akron, Milwaukee, New Orleans. 1½ years Mutual Network ("Dixieland Matinee"), guest shots CBS and NBC nets ("Big Preview", etc.) Summer replacement WNEW, New York City. Personable, good appearance, sense-of-humor, neat. Not a "Primadonna" but believe in my work. It's good. Radio's changing, so am I. Background is for TV. Want permanent niche. $200 weekly start. Consider TV-radio combo. Tapes, brochure, excellent references. I await thee! Hearken my call! Hal Murray, Radio Station WNOE, New Orleans, Louisiana.

FOR SALE

Stations

Midwest kilowatt, good frequency, city 13,500, good area. Original cost: Building $48,000, equipment $33,000. Grossing $6,000 monthly. Priced $75,000—low down payment. Liberal financing. FCC duopoly rules necessitates "quick sale". Box 852A, B•T.

Industrial South small metropolitan market station with above average physical plant and past history of earnings. $94,250. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Alabama single station market with reasonable retail sales. Price $54,899. With some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Mobile 50-watt FM transmitter, 152-174 MC, General Electric ET21A, operates from 12 volt car battery. Also General Electric ER25B receiver, 152-174 MC, AC operated for rack mounting. All equipment new, unused. Box 809A, B•T.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '53 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

ENGINEERS

NEEDED AT ONCE

Expanding, coastal, California network vhf needs immediately, engineers fully qualified and experienced in studio, transmitter maintenance and operation. Excellent opportunity for qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer,

KSBW-TV, P. O. Box 1651, Salinas, Calif.

FOR SALE—(Cont'd)

Equipment

For sale: Revamping operation, have surplus two Gates CB-14 3 speed turntables with gray viscous arms, gray equalizers, GE pickups with diamond stylus one RCA BQ1A fine groove turntable with BQ12A booster amp. One 3 channel PT63 Magnecorder, one Gates MO-3625 gain set all perfect condition, 18 months or less old will give 30-day warranty on parts. Contact Manager, WBOF, P. O. Box 36, Virginia Beach, Virginia.

Converter 12 VDC to 110VAC 200 watts. New, never used. Write WIFM Radio, Elkin, N. C.

Reasonable priced used equipment. Transmitter, turntables, amplifiers, tape recorders. Write WSOO, Sault Ste. Marie, Michigan for listing.

WANTED TO BUY

Stations

Radio people interested in purchase of AM station. Texas preferred, others considered. Small market. Box 860A, B•T.

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

Part ownership desired by experienced program, news and play-by-play sports director. Can make substantial investment. Married, veteran, college graduate. Box 895A, B•T.

I have qualified clients wanting stations. Texas, Arkansas, Kansas, Missouri, Oklahoma, Colorado. Operating figures immaterial. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

3-5 kw FM trans, suitable antenna, monitor, audio console. Advise make, price, hours used, etc. Reply to Box 867A, B•T.

Wanted: New surplus radio transmitting tubes any quantity. Types 893, 898, 852, 857, for Trans-International Forwarders, Inc., 82 Beaver Street, New York 5, New York.

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

WE NEED YOUR BRAINS

We are young owners who don't know everything. If you have years of experience, even if you have retired from radio, and are willing to share your knowledge we will pay for consultation by mail regarding, especially, the financial problems of a small station.

Box 858A, B•T

Expansion—your opportunity. Aggressive, stable men interested in future plus excellent current income with growing organization.

- *Sales Manager*—incentive plan for man with good background local sales. May now be No. 1 salesman ready for advancement. Professional only—good closer.
- *Salesman*—eager, experienced, desiring improvement of income on incentive basis plus future.
- *Program Director-Announcer* — experienced music, news, sports operation able to assume responsibility program & announcing depts. No "Personalities" or "Talkers." Excellent income — bright future — no "Blue Sky."

Joe Rider
WKID Champaign-Urbana
Box 192
Urbana, Illinois

REPRESENTATIVES WANTED

XEFD

Greater Coverage
Bigger Sales
Greater Audience

Largest Mexican Border Station with 5,000 Watts in an Area with a Farm Income of over TEN MILLION DOLLARS, $813,246.00. Retail sales and 861,787 Inhabitants.

WESLACO, TEXAS — P. O. BOX 421
BUSINESS OFFICES — RIO BRAVO, MEXICO.

RADIO

Help Wanted—(Cont'd)

WANTED—STAFF

Complete staff in Number one market. New operation.

Commercial Manager
Salesman
Announcers
Copy Writer

Send full information in writing.
Box 900A, B•T

Announcers

CHIEF ANNOUNCER WANTED

Small station serving growing and predominantly rural — small industry — large estate area in middle Atlantic state requires chief announcer who will take full responsibility on control board, supervise his three assistants, and help in programming. Must be mature, experienced man. This job is with a station with an excellent future; and the right man will share in the profits. Replies to this ad will be held in confidence. In answering, send tape, photo, references, complete outline of experience and indicate salary desired.

Box 818A, B•T

ATTENTION:

DISC JOCKEYS

Metropolitan Wisconsin market looking for three top disc men. Ready to pay higher than average salary. Send tape at once and background of complete experience. Only experienced disc men should apply. This is a real opportunity to live and work in one of the finest communities in the country, and if you can do the job . . . we are ready to pay top salaries. Get your tape in at once and all tapes will be returned. Station Vice-President will personally audition every tape. This is a real opportunity.

Box 898A, B•T.

Situations Wanted

Announcers

Top Rated Disc Jockey and Top Air Salesman with Impressive List of Sponsors in Major Metropolitan Market Desires to Better Himself Financially.

Box 763A, B•T

NEWS BROADCASTER

Experience all phases of news, aggressive, specialist in making and using action tape reports in news. Currently working in one of Ohio's largest markets. Will provide spark to your news staff.

Box 902A, B•T

INSTRUCTION

WANT a TV or RADIO JOB?

Announcers, writers, producers in demand!

National Academy of Broadcasting

3338 16th St., N. W., Washington, D. C.

(both residence & correspondence)

New residence term starting now.

PLACEMENT

WANTED TO BUY

USED

- **700 FOOT TOWER**
- **MEDIUM & SUPER GAIN UHF ANTENNA**
- **12 or 15 kw UHF TRANSMITTER**

and associated UHF equipment

Contact: B. Presti
Broadcast Equipment Division
Sarkes Tarzian, Inc.
Bloomington, Indiana — **Phone 7251**

TELEVISION

Help Wanted

Technical

WANTED

Experienced Studio and Transmitter technicians for maximum power VHF in major market. Send resume, photo and phone number, to Box 817A, B•T

Programming-Production, Others

WANTED—TV PROGRAM MANAGER

West Coast VHF network station wants young man with ideas for top local programming. One thoroughly experienced in all phases of program and production departments who works with sleeves rolled up and uses ingenuity and imagination instead of dollars for results. Send full particulars. Replies strictly confidential.

Box 868A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

RCA 5 DX Air Cooled 5 Kilowatt AM Transmitter, including operating spare parts and tubes. Price $5,500. F. O. B. Amarillo. Also available 21 function Remote System for this transmitter suitable for directional antenna use, $2,100. Equipment available about October 15th,

KFDA, Amarillo, Texas
B. S. Spiller, Chief Engineer

425 FOOT GUYED
STAINLESS TOWER

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

Continued from page 124

motion for continuance of hearing now scheduled for Sept. 27, re am application of **WNKY Neon, Ky.** Action Sept. 18.

By Hearing Examiner J. D. Bond

KODY North Platte, Neb.—Issued order after prehearing conference setting forth terms, provisions and conditions which shall govern course of further proceeding, re am application of KODY, and ordered that hearing shall be commenced at 9:00 a.m. Sept. 24. Action Sept. 18.

BROADCAST ACTIONS

By the Commission

Following were granted renewal of licenses on regular basis: **KATO Reno, Nev.; KDEF Albuquerque, N. M.; KGFL Roswell, N. M.; KHOB Hobbs, N. M.; KIFI Idaho Falls, Idaho; KLER Lewiston, Idaho; KLO Ogden, Utah; KOB Albuquerque, N. M.: KOLO Reno, Nev.; KONE Reno, Nev.; KONI Phoenix, Ariz.; KRTR Thermopolis, Wyo.; KTRC Santa Fe, N. M.; KTYL-AM-FM Mesa, Ariz.: KVOC Casper, Wyo.; KWEW Hobbs, N. M.; KWHO Salt Lake City, Utah.; KWIK Pocatello, Idaho; KWOR Worland, Wyo.; KWRL Riverton, Wyo.: KWRN Reno, Nev.; KWYO Sheridan, Wyo.; KYCA Prescott, Ariz.; KYMA Yuma, Ariz.; KOVA-TV Tucson, Ariz.; KOB-TV Albuquerque, N. M.; KSIX Corpus Christi, Tex.; KTOY Tacoma, Wash.; KVTT Dallas, Tex.; KFAM-AM-FM St. Cloud. Minn.**

KSL-AM-FM-TV Salt Lake City, Utah—Granted renewal of license on regular basis except KSL-TV, which is granted subject to condition that Corporation of President of Church of Jesus Christ of Latter-Day Saints shall divest itself of one of six interests it presently holds in vhf tv stations.

September 19 Applications

Accepted for Filing

Modification of Cp

WJLD Homewood, Ala.—Seeks mod. of cp (which authorized changes in ant. system by adding tv ant.) for extension of completion date.

WRAK-FM Williamsport, Pa.—Seeks mod. of cp (which replaced expired permit) for extension of completion date.

KBIC-TV Los Angeles, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WNLC-TV New London, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April, 1957.

WOOK-TV Washington, D. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WDMJ-TV Marquette, Mich.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KVAN-TV Vancouver, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KBOX Modesto, Calif.; KCRA-FM Sacramento, Calif.; KNXT (TV) Los Angeles.

UPCOMING

SEPTEMBER

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Captain Shreve Hotel, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

Sept. 28-29: Broadcasters Sales Management conference, University of Mississippi, University, Miss.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Illinois Broadcaster Assn. semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.

NARTB CONFERENCES

Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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editorials

The Folly of Foley Square

IN THE past 10 days the Celler Antitrust Subcommittee has manufactured a public enemy—the television network.

To judge by much of the testimony and many of the comments of subcommittee members, television networks are no better than voracious beasts, eating anything they can get their claws on. It is a frightening image of corporate lust that has been created in New York's Foley Square.

The fact is, of course, that the image is not a true likeness. It has been fashioned out of distortions, ignorance and, in much smaller measure, a pinch of truth. If it is anything, it is a cruel caricature.

Any knowledgable observer knows that network operations and practices contain flaws. Networks may even have committed technical violations of the antitrust laws, although we are without legal training to say they have or haven't. But viewed at worst, networks deserve no such abuse as they have been accorded before the Celler hearing. Indeed, the networks' contributions to the economy, the entertainment and the culture of the country entitle them to special consideration.

It was the networks that were foremost in the early development of tv, at enormous costs to themselves. Leadership in program innovation has come largely from the networks. Most of television's memorable shows and special events were produced and/or delivered by networks. It does not in any way demean the value of syndicated or feature film to say that television would not have advanced to its fabulous proportions of today if there were no networks.

In the process of providing leadership in the development of television, networks have reaped the leaders' rewards. They are now making money. They are big businesses as businesses go in the entertainment-information world. Is it to be their penalty for being successful to be bullwhipped before any Congressional committee that wants a headline?

IF IN THE speed of general television growth the networks have grown too big and too ungainly, if networks have developed strength beyond the power of normal competition to control, the remedies are neither as simple nor as punitive as some of those proposed at the Celler hearings.

To date, the suggestions for curing the problems of network bigness, if indeed there are problems, have been as unreal as the caricature of rapacious bigness that has been manufactured at Foley Square.

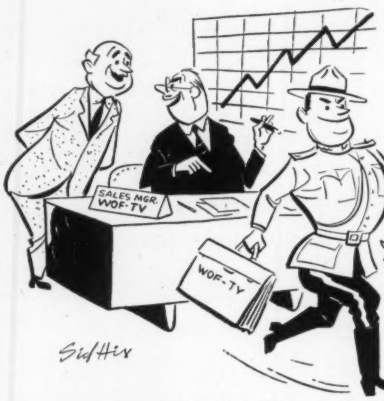
There has been testimony by Assistant Attorney General Victor Hansen of possible divestiture proceedings against the networks. Mr. Hansen has not specified the operations or properties of which the government may ask the networks to divest themselves, but there are indications that he may have been referring to program ownership or to ownership of stations or even to station affiliations. It must be regarded as significant that Mr. Hansen, in his testimony Sept. 14, likened present network "control" over affiliates to the movie producers' control over theatres which was outlawed in 1948.

For a government prosecutor to talk of divestiture is to imply an unnatural, indeed dictatorial, concentration of power. Yet the facts speak otherwise. In programming, networks own less than half the shows they broadcast; the majority of their programs originate from outside sources. Network ownership of stations is limited by FCC regulation to the same maximum that applies to any other licensee. To say that present affiliation contracts, which also are regulated by the FCC, give networks the arbitrary power of life and death over affiliates is to brand as cowards or liars the dozens of executives of affiliated stations who testified to their satisfaction with present arrangements in voluntary appearances before the Senate Commerce Committee a few months ago.

The mere threat of divestiture, issued publicly by an officer of the Dept. of Justice, is in itself a condemnation before trial. It implies that networks have illegally acquired their possessions, that the criminal is about to be caught with his swag.

Imparting an air of criminality to the activities of broadcasters is, unhappily, not without precedent. Only recently the same Dept. of Justice filed criminal antitrust charges against 10 Philadelphia radio stations which had allegedly agreed not to indulge in the insane rate cutting that has reduced some stations elsewhere to the status of itinerant rug peddlers.

If the Philadelphia stations were guilty of any violation, it was a violation of a technicality in that they entered an agreement, which the Dept. of Justice says was illegal, to engage in acts which nobody in his right mind would say were wrong. It would seem to a nonlegal mind like ours that this was a matter that the Justice Dept. could have straightened out without resorting to the dramatics of criminal action.



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Similarly, it would seem that whatever the problems of present network operations, they could be resolved by less drastic means than government divestiture or the threat of it.

Divestiture would be no cure, even if a cure were needed; for the network situation of today is less the networks' doing than the government's. Two networks are in dominant position at the moment because in many major markets no more than two comparable outlets are available. The third network has progressed from a poor to a stronger third almost in direct ratio to the opening of third facilities in key markets. A fourth failed because of the hopelessness of waiting for four comparable facilities in these markets.

If the government wishes to create an opportunity for strong competition in television networking, it is more apt to succeed by correcting the facilities scarcity than by artifically weakening the networks that now exist.

OF ALL the accusations made before the Celler subcommittee, none was more heartless than that of Billy Rose.

Mr. Rose blamed the networks for Elvis Presley.

That is the kind of crack that should provoke any red-blooded network executive to invite Mr. Rose to step outside. But we suspect it passed relatively unnoticed amid other inanities at the Celler hearings.

Mr. Rose was testifying on behalf of ASCAP, which he said was being victimized by a broadcasters' plot to favor BMI music which Mr. Rose said was "junk." Mr. Rose said the great ASCAP standards were being forced off the air. "It is the current climate on radio and tv," he said, "which makes Elvis Presley and his animal posturings possible."

To hear Mr. Rose, one would think that ASCAP and its members were on the verge of being driven out of business. The record does not support him.

ASCAP is taking more money from broadcasting today than it did before the advent of BMI. Of course, it would be taking still hugher sums if it had been allowed to continue its monopoly of the music business.

In testimony of ASCAP witnesses and in comments of Celler subcommittee members last week, BMI was charged with being a monopoly. That is a curious change of roles. It was ASCAP that so monopolized the music business before BMI that it was able to charge extortionate fees. Since BMI introduced competition to the field, music costs have been more realistic to the music user and yet both ASCAP and BMI have prospered.

Under ASCAP and BMI competition, the whole music field has profited, and public interest in music of all kinds has never been more intense. The fact that Mr. Presley and rock and roll are enjoying momentary popularity should not be allowed to obscure the fact that better music abounds on the nation's airways.

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